65

BROADCASTING

combined with

Broadcast Advertising

Published Semi-Monthly • Vol. 9 No. 4

WASHINGTON, D. C.
AUGUST 15, 1935

Canada and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

THE JOHN CRERAR LIBRARY
AUG 16 1935

BUTTON..
BUTTON..
WE'VE GOT THE BUTTON*
WRC AND WMAL
THE CHOICE OF WASHINGTON MERCHANTS

* That the leading Washington merchants use and profit by the services of either WRC or WMAL is probably the most convincing reason why the spot broadcaster should do likewise.

197,600 Washington families are WMAL families.

189,200 Washington families are WRC families.

NBC Station Airea maps, showing the potential circulation of WRC and WMAL as determined by the New NBC Method of Audience Measurement, are now ready for distribution. *Copies will be sent to you at once, upon request.*

WRC AND WMAL • WASHINGTON, D. C.

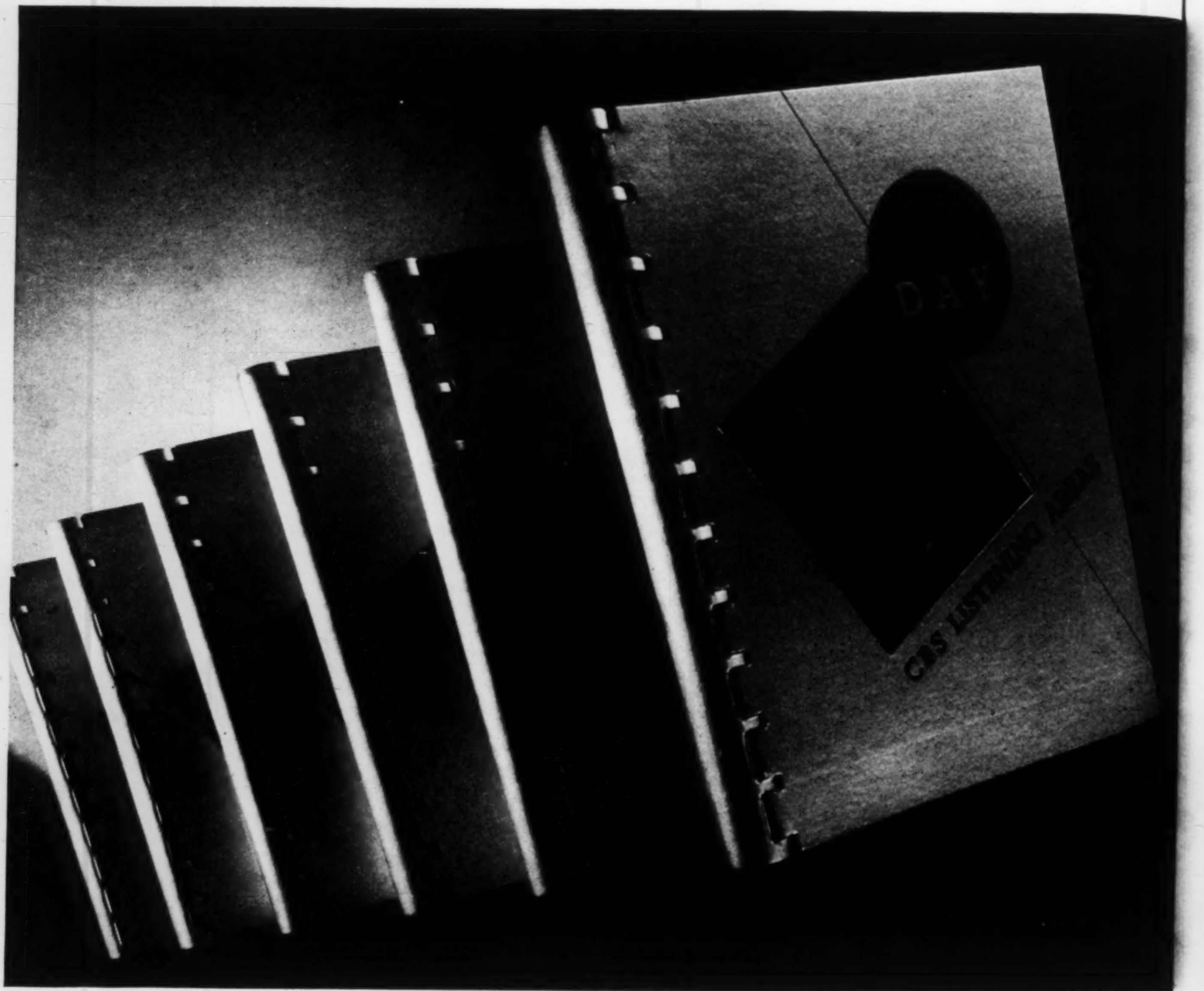
NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO
WEAF & WJZ WRC & WMAL WMAQ & WENR KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY • PITTSBURGH—KDKA • CLEVELAND—WTAM
DENVER—KOA • PHILADELPHIA • DETROIT

This book wa



Administration Offices: 485 Madison Avenue, New York City; 1622 Chestnut Street, Philadelphia, Pa.; 410 North Michigan Avenue, Chicago, Ill.; 817 Earle Building, Washington, D.C.; Signal Oil Building, Los Angeles, Cal.; 902 Fisher Building, Detroit, Michigan; 14 Langham Place, London, W. I. England

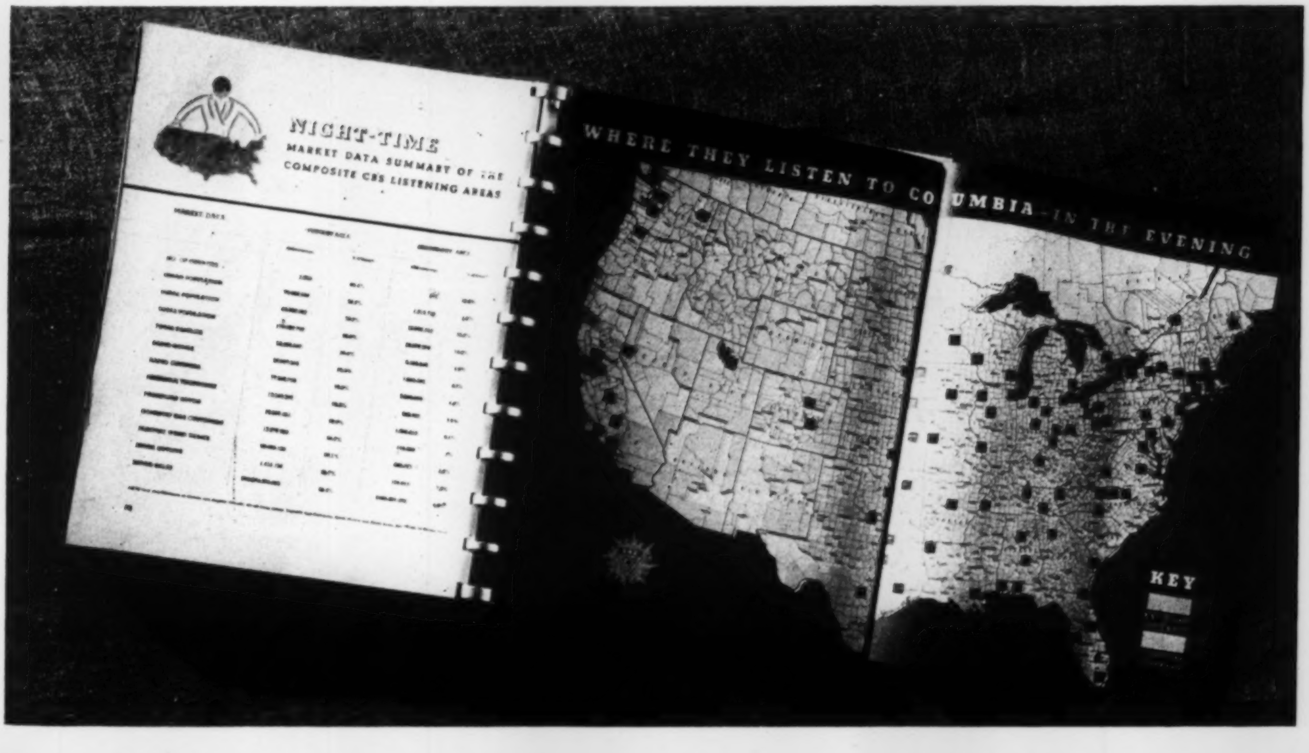
written by 700,000 authors

700,000 radio listeners who sent us the information on which this new and comprehensive study, just off the press, was based.

Every radio advertiser knows that the coverage of an evening broadcast differs decidedly from that of a daytime broadcast from the same station... but until now no one has measured the exact change that takes place in size and shape of the listening area.

Now, for the first time in radio, the listening areas of daytime and night-time broadcasts have been mapped *separately*... for each CBS station and for the CBS network as a whole... making, in all, 98 daytime maps and 98 evening maps. Each map is accompanied by specially compiled data indicating the size, wealth and progressiveness of the market.

THE COLUMBIA BROADCASTING SYSTEM
HEADQUARTERS FOR RADIO AND RADIO FACTS


NIGHT-TIME
MARKET DATA SUMMARY OF THE COMPOSITE CBS LISTENING AREAS
WHERE THEY LISTEN TO COLUMBIA—IN THE EVENING
KEY

Want Results In Spot Broadcasting?

"Ask the John Blair Man"

Your dollars spent in spot broadcasting can be made most effective only if you know all the facts about the stations you select and the programs you buy. The John Blair man, through his highly specialized training in the field of advertising and merchandising, is well equipped to give you honest and intelligent information best suited to your needs. Ask the John Blair man to help you solve your radio problems!

★ ★ ★

STATIONS REPRESENTED

Location	*Station*	*Location*	*Station*
Chicago, Illinois	**WGN***	Philadelphia, Pa.	**WIP**
Columbus, Ohio	**WBNS**	Phoenix, Arizona	**KTAR**
Des Moines, Iowa	**KSO**	Rochester, N. Y.	**WHEC**
Des Moines, Iowa	**KRNT**	St. Louis, Missouri	**KWK**
Detroit, Michigan	**WWJ**	St. Paul-Mpls., Minn.	**KSTP****
Fort Worth, Texas	**KTAT**	Salt Lake City, Utah	**KDYL**
Houston, Texas	**KTRH**	San Antonio, Texas	**KTSA**
Kansas City, Mo.	**WREN**	San Diego, Calif.	**KFSD**
Los Angeles, Calif.	**KNX**	Shreveport, La.	**KTBS**
Oklahoma City, Okla.	**KOMA**	Shreveport, La.	**KWKH**
Omaha, Nebraska	**WOW**	Waterloo, Iowa	**WMT**

Iowa Broadcasting System

Southwest Broadcasting System

*Represented on the West Coast. **Represented in territory outside New York.

JOHN BLAIR & COMPANY

NEW YORK
341 Madison Avenue
Murray Hill 2-6084

CHICAGO
520 North Michigan Avenue
Superior 8660

DETROIT
New Center Building
Madison 7889

SAN FRANCISCO
485 California Street
Douglas 3188

COMBINED PULLING POWER

has made the YANKEE NETWORK the most powerful sales agent in New England

NO space buyer expects to cover New England with one or two newspapers. It is equally wrong to expect adequate radio coverage of New England with one station or a small group of stations.

New England has too great a population spread, too many large and separate centers of population, to be within actual selling range of any single station or small network.

Power alone will not do the trick. Radio stations located in key cities and carrying network programs have large local audiences. This condition precludes coverage by means of a 50,000 watt station. Such a station can provide no more than a thinly scattered audience beyond its immediate metropolitan area.

There is one way and only one to sell New England as a whole: that is by means of the Yankee Network, which ties into one unit 12 New England stations from Bangor to Bridgeport.

Twelve stations pulling together provide a primary audience and dealer co-operation in 12 densely populated key markets.

The Yankee Network is the nearest possible approach to 100% radio coverage of New England.

THE YANKEE NETWORK, INC.
21 BROOKLINE AVENUE BOSTON
EDWARD PETRY & CO., INC., Exclusive National Sales Representative

YANKEE
NETWORK

"Merely F. J. & F. service, Sir!"

WE'RE NOT firemen's children, here at F J & F, but we've pulled many a chestnut out of the fire!

In fact, there's hardly anything we *won't* do for our clients. Our men can help you plan your spot campaign, prepare your programs, select your stations, clear best available time. We can lift most of the load for both advertiser and agency. We can even realize that our big job is to help *you* sell *your* goods.

We're kinda proud of "F J & F service" — would appreciate an opportunity to show you our wares.

FREE, JOHNS & FIELD, INC.

Associated with Free & Sleininger, Inc.

Radio Station Representatives

NEW YORK
110 East 42nd St.
Lexington 2-8660

CHICAGO
180 N. Michigan
Franklin 6373

DETROIT
New Center Building
Trinity 2-8444

SAN FRANCISCO
Russ Building
Sutter 5415

LOS ANGELES
C. of C. Bldg.
Richmond 6184

WCSC		**Charleston**
WIS	(NBC)	**Columbia**
WAIU		**Columbus**
WOC	(CBS)	**Davenport**
WDAY	(NBC)	**Fargo**
WDRC	(CBS)	**Hartford**
WKZO		**Kalamazoo**
WNOX	(CBS)	**Knoxville**
WMAZ		**Macon**
WMBD	(CBS)	**Peoria**
WPTF	(NBC)	**Raleigh**
WDAE	(CBS)	**Tampa**
KTUL	(CBS)	**Tulsa**
KALE		**Portland**

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BROADCASTING
and
Broadcast Advertising

Vol. 9 No. 4 WASHINGTON, D. C. August 15, 1935 $3.00 A YEAR — 15c A COPY

What Lies Ahead in Broadcast Advertising?

By DR. HERMAN S. HETTINGER

Self Promotion and Further Growth of Local Stations Among Steps Advised to Speed Industry Forward

THE RECENT compilation and publication by the NAB of additional detailed statistics as to the volume and composition of broadcast advertising over various classes of stations presents for the first time a clear-cut picture as to the economic status of the medium.

A marked variation in the distribution of national and local advertising is revealed among various classes of stations. It is estimated that national business represents approximately 85% of all advertising placed over high-powered regional and clear-channel stations, i. e., stations of 5,000 watts and upwards. National business accounts for approximately 70% of regional station volume and for about one-eighth of local station business.

The concentration of network advertising upon the one-third of the stations of the country affiliated with networks, is one of the principal determinants of the concentration of national business, and indeed, of advertising volume as a whole. It is estimated that approximately 75% of all advertising volume is placed over network-affiliated stations. Network-affiliated stations account for slightly more than 55% of total non-network advertising (including local) and for nearly two-thirds of national non-network advertising.

Types of Sponsors

ELIMINATING network advertising from consideration, it is found that national business represents about 60% of total non-network volume over high-powered regional and clear channel stations, and 35% on regional stations. Since local stations are seldom affiliated with networks of any type, the separate analysis of national and local non-network business does not affect the total previously given for this class of station.

It is interesting to note that variations in volume of station business occur principally on the basis of station power and network affiliation rather than upon the size of the community served.

Important differences in the types of products and services going to make up the non-network advertising of various types of stations also have been revealed. Amusements represent a larger proportion of local station business than is the case in any other class of transmitter. Gasoline and accessories, drugs, cosmetics, confectionery, beverages and tobacco favor the higher-powered stations, following the trend of network advertising in this respect.

Clothing and apparel advertising represents a larger proportion of the business of regional and local stations than it does in the case of the higher-powered units. Department stores tend to favor regional stations to some degree.

As the size of the station decreases, the variety of advertisers increases. This is evidenced by the rise in the proportion of total business represented by the miscellaneous group.

When national and local non-network business are examined separately, a number of interesting trends are revealed, especially in the local field. National business of local stations tends to be restricted to foodstuffs, beverages, drugs, gasoline and accessories, and financial advertisers. Chain stores are important factors in the accessory field. Loan and finance companies constitute a considerable portion of financial advertising.

Examination of types of rendition employed by advertisers over various classes of stations reveals a concentration of electrical transcription volume on clear-channel and regional stations, especially the former, and a similar concentration of live-talent business. Announcements constitute a fairly large proportion of the business of all classes of stations.

The foregoing data present an interesting picture of broadcast advertising economics as far as various classes of stations are concerned. Several major aspects are discernible. The first of these is a marked concentration in volume of business, especially national business, upon the high-powered transmitters. The second is a similar concentration upon stations affiliated with networks.

A third aspect of importance is the broad general specialization in business which seems to have taken place with regard to types of stations. The high-powered regional and clear-channel stations have definitely become media of a national aspect, serving national advertisers to a marked degree and constituting the radio counterpart of the large metropolitan daily with a considerable out-of-town circulation, or the regional magazine.

The regional station stands midway between this group and the local transmitter. If it is a network affiliate, it is probable that the volume of national business will loom larger than in the case of the station not so affiliated. Retail advertising is the backbone of the local station and will continue to be, though there is no reason why national volume in this field should not be expanded to a considerable degree.

Economic Significance

THE ECONOMIC significance of this situation is patent. There is a necessity for a widening of the economic base of the broadcasting industry. The development of the volume of the advertising carried by the smaller station and the independent outlet is one which would be of benefit to the entire medium. Not only would it eliminate an important measure of the instability created in any industry by the marginal unit, but the increased resources open to the medium, and their wider distribution, would enable it to develop a program of service which would be of cumulative value in the creation of additional listening.

Such a broadening of the economic base is not impossible of realization, though it most cer-

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Total Time Sales in Half Year Rise 19% Over Figure in 1935

Use of Regional Networks and Non-network Stations By Tobacco Concerns Shows Pronounced Advance

BROADCAST advertising during the first half of 1935 showed greater gains over the corresponding period of the preceding year than did any other major advertising medium, it was revealed in the six-month report just issued by the National Association of Broadcasters. Gross time sales of networks and stations to advertisers amounted to $45,075,972, an increase of 17.9% over the the first half of 1934. Compared to this gain on the part of radio, national magazine advertising increased 10.7%, national farm paper volume 3.5% and newspaper lineage 5%.

Regional networks lead the broadcast advertising field with a gain of 47.0% over the volume of the corresponding period of 1934. National network advertising increased 18.2%, national non-network business 13.2%, and local broadcast advertising 19.3%. Volume for the major portions of the medium is found in the following table:

Non-network advertising gained over all classes of stations, with slightly larger increases in the clear channel and local classes than in the regional group. Non-network advertising showed the greatest increase in the South Atlantic-South Central area, where gross time sales rose 32.1% over those of the first half of last year. Advertising of this type increased 15.1% in the North Central states, and 8.6% in the Pacific and Mountain region. The New England-Middle Atlantic area alone declined, non-network advertising in this section dropping off 6.8% principally due to increased network volume making inroads on available time.

The use by national advertisers of live-talent programs, produced in station studios, continued to grow throughout the six months. Advertising volume of this type registered a gain of 26.7% as com-

(Continued on page 50)

BROADCAST ADVERTISING VOLUME FIRST HALF OF 1935
January-June, Inclusive
Gross Time Sales

	1934	*1935*	*% Increase*
National networks	$21,998,866	*$26,120,410	18.2
Regional networks	317,251	465,899	47.
National non-network	7,610,864	8,591,053	13.2
Local	8,294,499	9,898,610	19.3
Total	$38,221,480	$45,075,972	Av. 17.9

*Includes NBC, CBS, MBS; see Aug. 1 issue for separate NBC-CBS figures.

tainly cannot be achieved by any form of bureaucratic planning. There is seldom, if ever, any substitute for evolution in business, though the rate of evolution may be aided materially by the catalytic agent of intelligence.

A proper appreciation of the true significance of station power on the part of the buyers of time in itself would aid materially in rectifying the situation. Power is important only when its consideration is combined with that of frequency and reception conditions within the area in question. Coverage, the resultant of these forces, is the technical item which is of significance to the advertiser. If he can reach his trade area with a 500-watt station, *all other things being equal,* there is no reason why he should employ a 5,000 watt station for the task.

It must be granted that all things are not always equal. Station popularity also must be considered. This is the result of the sum total of the station's programs and manner of presentation, the degree to which it has promoted itself successfully in the community and similar factors. The greater financial resources of the larger station, the working base given it in both programs and advertising volume by network affiliation, where this exists, and its appeal to important distributors concerned with widespread areas, gives it an advantage in the race for *general* popularity.

This same general situation, on the other hand, has in it the seeds of a solution for the smaller station and the independent, when once the misconceptions of power have been rectified. There is but one sound way to buy any advertising medium: In terms of its ability to reach an important market. If the market represented by the medium is sufficiently important it must be considered by the advertiser.

Future of the Local

THE INDEPENDENT station, large or small, is in a position to build a unique place for itself in its community. National network advertising is the auditory counterpart of national magazine advertising, and the network outlet must therefore always assume some of the lineaments of national appeal. As network advertising and programs take up an increasing proportion of the station's total time, it is relegated increasingly to the role of a general medium.

There is nothing inherently wrong in this situation. There are many aspects of American life which are universal in their appeal and which can be carried to the people most effectively in the present manner. But there are equally many aspects which are local in nature. These aspects furnish the local station a truly golden opportunity; for by a realization of them it can become a local institution.

Radio is personal. If this personal element can be capitalized upon by the local station, so that its entertainment carries a particular personal appeal, and if its entire program is built about the lives and activities of the community, it should be possible to build up an unassailable position with regard to listening. This has

(*Continued on page 48*)

HEARST STATIONS FORM SALES STAFF

Mr. Petersen

NATIONAL representation of the six radio stations owned and operated by Hearst Radio Inc. will be taken over Oct. 1 by a national sales department of its own, with three offices reporting to T. J. White, president of Hearst Radio Inc., and Emil J. Gough, vice president.

The New York office will be maintained at 959 Eighth Ave., headquarters of Hearst Radio, with M. H. Petersen as sales manager. Working under him will be Ernest Foote, formerly with World Broadcasting System and recently with NBC, and Burton Lambert, formerly with the national sales division of the Hearst newspapers. Homer Hogan, former manager of KYW, will head the Chicago office at 326 Madison St., working with Edward I. Heaton, formerly with the *Chicago Herald-Examiner.*

Edward McCallum, manager of KYA, San Francisco, has been detailed temporarily to head the San Francisco office in the Hearst Bldg. there.

The stations to be represented are WINS, New York; WCAE, Pittsburgh; WISN, Milwaukee; KYA, San Francisco; WBAL, Baltimore, and KEHE, Los Angeles. The first four have heretofore been represented by the Paul H. Raymer Co.

SCOTT'S SCOTTIES

Five Terriers Are to Be Given Weekly in Contests

PLAYING on the sponsor's name, contests will be run during a forthcoming series for Scott's Emulsion, made by Scott & Bowne Inc., Bloomfield, N. J., and offering Scottish terriers as prizes. Marschalk and Pratt, advertising agents, have signed up the NBC-Blue (basic) network plus WLW for two 15-minute programs, beginning at 5:45 p. m. They will be heard Saturdays and Sundays, beginning Sept. 21.

Gabriel Heatter, news commentator of WOR, who attracted much attention with his coverage of the Hauptmann trial, has been engaged, but he will remain free to accept commercials on WOR, so that Scott's will not have him exclusively in the New York area.

Arrangements have been made for all the puppies produced at a well-known kennel of scotties to be available as prizes in the contest. Five will be offered each week for the best letters explaining the advantages of Scott's Emulsion as a means of taking cod liver oil.

Radio for Centennial

THE TEXAS Centennial Commission will spend $40,000 of its $500,000 publicity fund for radio advertising to promote the 1936 centennial in other states. Tracy-Locke-Dawson Inc., Dallas, has been named to handle the account.

Agency Organized By Arthur Kudner

Leaves Erwin, Wasey; Accounts Of Firms to Be Divided

ARTHUR KUDNER, former president and treasurer, Erwin, Wasey & Co., New York, will launch his own advertising agency Sept. 30 as Arthur Kudner Inc., with offices in New York and Detroit. The Detroit office will be located in the New Center Bldg. New York will be the agency's headquarters, but no address has been announced.

It is expected that Arthur Kudner Inc., will service the following accounts: Buick Motor Co., Detroit, (automobiles); Fisher Body Corp., Detroit, (manufacturing of automobile bodies for GM); General Motors Corp., Detroit, (institutional advertising only); National Distillers Inc., New York, (liquors); MacFadden Publications, Inc., New York, (*True Story Magazine*); Goodyear Tire & Rubber Co., Akron, O., and some smaller accounts.

The following accounts will remain with Erwin, Wasey & Co.: Hecker H-O Co., Buffalo, (cereals); Wasey Products Inc., New York, (Zemo, Musterole, etc.); W. F. Young Inc., Springfield, Mass., (Absorbine Jr.); and Barbasol Co., Indianapolis.

Louis R. Wasey succeeds Mr. Kudner as president of Erwin, Wasey & Co., and O. B. Winters will become treasurer. No announcement has been made concerning a change in the firm name of Erwin, Wasey & Co.

There are unconfirmed reports that certain of the accounts handled by the Chicago office of Erwin, Wasey & Co., will be handled by another new firm, presumably the Burnett Co., Chicago [see page 16].

Of the accounts divided between Arthur Kudner and Erwin, Wasey the following are now using radio: MacFadden Publications Inc., New York, (*True Story* magazine) now broadcasting over CBS and to start Sept. 6, on NBC; Hecker H-O currently heard over CBS; Wasey Products sponsoring *Voice of Experience* on CBS. Barbasol Co. used radio this spring, but is not now on the air.

Of the accounts handled in the Chicago office of Erwin, Wasey & Co., Real Silk Hosiery Co., and the Carnation Co., are now on NBC. No announcement was forthcoming for the time being whether any members of Erwin, Wasey & Co., New York, will be a part of the personnel of Arthur Kudner Inc.

Copyright Bill, With $250 Clause Killed, Goes to House With Passage Uncertain

IN THE FACE of a powerful lobby maintained by ASCAP to prevent passage of the Duffy copyright bill (S-3047), originated by the Department of State and a federal interdepartmental committee, the Senate on Aug. 7 passed the measure without a record vote. It now is in the House of Representatives where its future depends on the progress made by the House in disposing of legislation prior to an uncertain adjournment date.

Of main interest to broadcasting was the refusal of the Senate to adopt an amendment offered by Senator Wagner (D) of New York which would have incorporated in the bill the provision of the existing copyright law providing a $250 minimum penalty for infringement of copyrighted works.

Removal of Penalty

CHIEF ASCAP opposition to the bill was based on this penalty clause which has been the main club used by ASCAP in developing the monopoly now being attacked by the Department of Justice in the pending suit before the Federal court in the Southern District of New York.

The penalty clause was incorporated in the present law before broadcasting and sound pictures were in existence with the result that the law has not been workable with proper justice to these new industries. The Wagner amendment was rejected after a bitter Senate debate, and the clause is now eliminated, which leaves to the discretion of the courts the fixing of penalties.

Chances for final enactment of the copyright bill are uncertain. Users of copyright material are desirous of obtaining quick action in the House since lengthy committee hearings in which the Senate committee evidence would be rehashed might tie up the legislation and prevent passage before adjournment of Congress.

Amendments offered by Senator Wagner and Senator Borah (R) of Idaho, on the bill's injunction clause, were adopted by the Senate. They eliminate from the bill the provisions designed to prevent copyright owners from obtaining injunctions against producers or publishers when the "manufacture" has progressed so far that an injunction would work undue hardship.

The original injunction clause, now rejected under the two amendments, had been put in the bill by the interdepartmental committee.

As adopted by the Senate, the bill would make possible American adherence to the International Convention of the Copyright Union, in which most nations are members. This convention permits copyright in participating countries and simplifies procedure for composers and authors.

Among changes which would be made in the copyright law under the Duffy bill are extension of copyright protection from 28 to 56 years with optional 28-year renewal; maximum penalty of $200 for unauthorized publication of copyrighted photographs; prevention of copyrights of photographs of individuals without their consent.

An amendment by Senator Trammell (D) of Florida removed from the bill a clause changing existing law to allow foreign writers to import publications already for sale without the need of having them printed in this country.

Senator Wagner, after the Senate had rejected several amendments he had offered and had passed the bill, said he did not believe it would get on the statute books before adjournment. He had fought the bill in Senate debate which had lasted a week. Rep. Sirovich (D) of New York, chairman of the House Patents Committee, also said he did not believe it would pass this session.

Federal Report Points Way for Railroads

By J. FRANK BEATTY

Eastman Again Urges Them to Advertise Their Services; Wider Use of Radio Suggested in AAAA Rail Analysis

"A WIDER use of radio appears indicated."

That is the conclusion of a special committee of the American Association of Advertising Agencies which has analyzed a report submitted to railroads Aug. 2 by Joseph B. Eastman, Federal Coordinator of Transportation.

The Eastman report reinforces prior Federal recommendations that railroads must come to life and go in for serious and extensive promotion if they are to prevent further inroads by competing transport and if they are to expand income from present clients as well as develop new business.

In a searching review of the railway problem, the AAAA analysis, which is incorporated in the Eastman report, deplores the failure of rail carriers to take advantage of the facilities offered by major media and devotes particular attention to the neglected opportunities provided by radio.

Success in Midwest

THE REPORT was made public just as the Western Association of Railway Executives was releasing a statement announcing the success of its recent advertising drive in which $367,000 was spent on some 60 radio stations and 400 newspapers. The rail group announced that reports from carriers show a 15 to 22% increase in travel over the same period last year, indicating "that the campaign was an unqualified success."

The AAAA's committee, after examining the Eastman report, submitted to it prior to publication, offers these suggestions to the nation's railways:

"In regard to radio there was relatively little use made of it, and the talent cost seems disproportionately low which might indicate that broadcasts were not as interesting or attractive as they might have been made, and of course that affects results. How commercial announcements are made and woven into the broadcasts also makes a difference.

"It would seem to us that radio should make a very restful medium for travel advertising and also for institutional appeal. Travel is always an intriguing subject for great numbers of people; it has a romantic aspect which would hold attention of the listener in describing resorts, strange and interesting places to visit, revolutionary improvements in speed and comfort of the new trains.

"A wider use of radio appears indicated. This would also serve to increase returns from other forms of advertising, for instance, in newspapers and magazines. The one stimulates interest in the other, as has been frequently observed in commercial advertising."

A classification of media expenditures, included in the Eastman report, shows that only $77,050 was spent in 1933 for radio by railroads, or 1.8% of media expenditures. Of this sum, $3,657 was spent for talent.

J. R. Turney, director of the Section of Transportation Service, Federal Coordinator of Transportation, under whose direction the Eastman report was prepared, recommends in his conclusion to the section on advertising that "an advertising budget of ½ of 1% of their freight revenue would probably be a most remunerative investment."

Radio Expenditure

THIS COMPARES with an actual expenditure for both passenger and freight advertising in 1929, 1933 and 1934 of three-tenths of 1% of gross revenues, this figure being based on amounts devoted to "reaching the traveler or shipper".

Director Turney reminds carriers that they have potential advantages not obtainable from other transport agencies, and suggests that a greater advertising expenditure based on improvement and modernization would lead to improved efficiency, justifying the added cost.

He expresses surprise that carriers devote most of their advertising effort to outsell their railway competitors rather than competing transportation services.

Freight Neglected

A STRANGE aspect of the rail advertising problem lies in the fact that by far the larger share of income arises from freight traffic, whereas the total amount of advertising devoted to freight was only $226,000 in 1933, although this figure does not include $204,000 apportioned to freight service as its share of institutional advertising.

A natural theme for railroad promotion, says the AAAA analysis of the Federal report, lies in the great strides now being made in speed, comfort, air cooling, etc., which are said to furnish "ample material for institutional advertising of the most effective kind. With the various new facilities in handling freight, there will also be material for a specific freight appeal, such as has never been made in the past, and a much larger proportion of total expenditure than 1.9% may be justified."

Outstanding thoughts in railroad copy, says the Eastman report, have been regular, frequent, fast and dependable service, and location of the road. Then it is pointed out that these themes are not prominent among those used by railways in advertising directed to overcome highway competition.

A breakdown of the $77,050 spent by railroads for broadcasting in 1933 shows the Southwest and Pocahontas sections in the lead. The geographical distribution follows: Southwest, $24,940; Pocahontas, $22,495; Central East, $11,071; Northwest, $10,350; Southeast, $7,492; New England, $187.

Institutional Promotion

THE AMOUNT spent on institutional advertising by radio in 1933 was only $1,600. Particular stress on the possibilities in this type of promotion by radio is made in the Eastman report.

In a report last January on the loss of passenger traffic, Commissioner Eastman had placed the blame on "failure to keep pace with modern methods of marketing, servicing, pricing and selling." Continuing, Mr. Eastman had explained that "the market which the passenger traffic force must sell consists of about 30 million families or 76 million adults. Carriers must reach this market as do the purveyors of those other 'enjoyables' by advertising, institutional, promotional, specific, periodical, radio, outdoor and visual."

Interesting data on the placement of rail advertising is provided in the Aug. 2 Eastman report, which shows that less than half the railroads employed agencies experienced in commercial work and only 24 reported that their agency specialized in railway advertising.

The AAAA, seeing these figures, replies with the statement that "the weight given to advertising agency recommendations seems inadequate, as indicated by a ratio of anywhere from one to three to one to ten of advertising department influence. Unless official ideas are based on and include agency opinion, it would seem that railroads are not making full use of one of the best assets an agency has to offer, namely, experienced judgment of where and when and how much to spend in advertising."

* * *

IN THE July 1 issue of BROADCASTING, commenting editorially on Mr. Eastman's previous report recommending the promotion of passenger services through advertising, including radio, this magazine called attention to the indifference of the railroads in the matter of advertising and particularly pointed out that the major Eastern lines had entered into a compact not to use radio. In view of the foregoing observations by Mr. Eastman's office and by the

(*Continued on page 46*)

Directory of Railroads and Advertising Executives . . .

COMPILED from best available records, BROADCASTING lists herewith the names, advertising managers and agencies of American railroads. Asterisk (*) indicates that the railroad uses radio or has used radio in recent years; A.M. denotes advertising manager:

Atchison, Topeka & Santa Fe R. R., Chicago; C. J. Birchfield, A.M.; Agency: Stack-Goble Adv. Agency, Chicago.

Atlantic Coast Line R. R., Wilmington, N. C.; O. F. Cooper, A.M.; Agencies: Amsterdam Agency, New York; Associated Adv. Agency, Jacksonville, Fla.

Baltimore & Ohio R. R., Baltimore; R. C. MacLellan, A.M.; Agencies: R. A. Foley Adv. Agency, Philadelphia; Carroll Dean Murphy Inc., Chicago.

*Boston & Maine R. R., Boston; H. L. Baldwin, A.M.; Agency: Doremus & Co., Boston.

Canadian National Railways, Montreal; A. B. Smith, A.M.; Agencies: Canadian Adv. Agency Ltd., Montreal and Toronto; J. J. Gibbons Ltd., Montreal; Cookfield-Brown & Co., Montreal.

*Canadian Pacific Railway, Montreal; J. M. Gibbons, A.M.; Agencies: Albert Frank-Guenther Law, New York; Ruthrauff & Ryan, New York; Erwin, Wasey & Co., San Francisco; Daken Adv. Agency, Seattle; Kenyon & Eckhart, New York; A. McKim Ltd., Montreal.

*Central Vermont Railway, St. Albans, Vt.; J. H. Fountain, A.M.; placed direct.

*Chesapeake & Ohio R. R., Richmond, Va.; L. C. Probert, vice president in charge of advertising, Washington, D. C.; Agency: Campbell-Ewald Co., Detroit.

Chicago, Burlington & Quincy R. R., Chicago; H. F. McLaury, A.M.; Agency: J. Walter Thompson Co., Chicago.

Chicago Great Western R. R., Chicago; B. F. Parson, A.M.; Agency: Blackett - Sample - Hummert Inc., Chicago.

Chicago, Indianapolis & Louisville R. R., Chicago (Monon Route); Agency: United States Adv. Corp., Chicago.

*Chicago, Milwaukee, St. Paul & Pacific R. R., Chicago; G. A. Semmlow, A.M.; Agency: Roche, Williams & Cunnyngham, Chicago.

*Chicago, Rock Island & Pacific R. R., Chicago; W. W. Rodie, A.M.; Agency: The Caples Co., Chicago.

Chicago & Eastern Illinois R. R., Chicago; E. H. Batchelder, A.M.; Agency: Albert Frank - Guenther Law Inc., Chicago.

Chicago & Northwestern R. R., Chicago; C. R. Custer, A.M.; Agency: The Caples Co., Chicago.

Cleveland, Cincinnati, Chicago & St. Louis R. R., Cincinnati; P. V. D. Lockwood, A.M.; Agency: Lord & Thomas, Chicago.

Delaware, Lackawanna & Western R. R., New York; R. F. Irwin, A.M.; Agency: The Caples Co., New York.

Denver & Rio Grande Western R. R., Denver; B. H. Taylor, A.M.; Agency: C. F. Cusack Adv. Co., Denver.

Erie Railroad, Cleveland; T. B. Pickering, A.M.; Agency: Griswold-Eshleman Co., Cleveland.

Great Northern R. R., St. Paul; O. J. McGillis, A.M.; Agencies: Reincke - Ellis - Younggreen & Finn, Chicago; David Inc., St. Paul.

*Illinois Central R. R., Chicago; G. T. Savage, A.M.; Agency: The Caples Co., Chicago.

(*Continued on page 46*)

House Committee Concludes Hearing On Food-Drug Bill

Few Changes Expected Prior To Its Submission to House

HAVING concluded hearings on the Copeland bill (S-5) to regulate the advertising and labeling of foods, drugs and cosmetics, a House subcommittee now is revising the measure slightly, with members expressing belief that it will be reported soon to the full House Committee on Interstate and Foreign Commerce.

Subcommittee revisions will cover ambiguous phrasing and clear up details now viewed as confusing. Chairman Rayburn (D) of Texas, of the full committee, states that an effort will be made to report out the bill to the House and have it placed on the calendar some time this month.

Action by the full committee may be delayed by its consideration of legislation for regulation of the petroleum industry, which has been given right of way at Administration request. The Copeland bill, however, also has Administration support, although possibility of adjournment of Congress offers a serious obstacle to passage at this session.

Few Changes Foreseen

FEW CHANGES in provisions affecting advertising are expected in the House subcommittee. Members of the subcommittee have shown marked interest during the hearings on the controversial question of jurisdiction. The Copeland bill places control over advertising of foods, drugs and cosmetics in the Food & Drug Administration of the Department of Agriculture yet does not remove the Federal Trade Commission's general authority over advertising. Both the F&DA and the FTA have been actively seeking authority over the advertising of products included in the bill.

The Public Health Administration, through Dr. George W. McCoy, its medical director, asked the subcommittee to add a clause to the effect that nothing in the bill interferes with its present functions.

A. T. Falk, director of research of the Advertising Federation of America, favored passage of the bill in the Senate's wording, taking the position that revisions in that body have made it satisfactory. He advised placing of authority in the F&DA.

Senator George (D) of Georgia proposed an amendment to section 304 which would add the word "contaminating" to that paragraph so it would read "no contaminating poisonous or deleterious substances shall be added to any food", explaining that some manufacturers had requested it and that it had been approved by F&DA and Senator Copeland.

For chiropractors, Dr. Hubert M. Roberts proposed that the bill be amended to exclude the word "device" from the definition of electrical and mechanical treatments used in drugless healing.

Dr. E. L. Newcomb, secretary and executive vice president of the National Wholesale Druggists' Association, opposed advertising features of the bill and asked that the FTC be given jurisdiction over products affected. Since the FTC already has control over general advertising, he said there would be a division of authority.

Spokesmen for Consumers Research Inc., Washington, N. J., including Arthur Kallet, denounced the bill on the ground that it couldn't be good if advertising interests are in favor of it.

WEST COAST OFFICE OPENED BY PETRY

Mr. Smith

OPENING of its own West Coast office in San Francisco was announced Aug. 8 by Edward Petry & Co., exclusive national station representatives, through Mr. Petry, president, who went to the Coast following the NAB convention at Colorado Springs last month. Earle Smith, for the last two-and-half years with the Don Lee Broadcasting System, has been placed in charge of the office at 111 Sutter St. The Petry company has severed its affiliation with McGregor & Sollie, which has represented it heretofore out of San Francisco.

Mr. Smith is well known in Pacific Coast advertising circles. Before joining Don Lee, he was with the Hearst newspapers in San Francisco and has represented the *San Francisco Examiner* in Chicago. For seven years he was with MacManus Inc. as manager of its Southern California office, servicing and placing advertising for Chrysler, Hupmobile, Cadillac & LaSalle. He also was at one time automobile editor of the Scripps-Howard *San Francisco News*.

In Detroit the Petry organization has added Dave Decker to assist Joe Spadea, Detroit manager, in handling automotive accounts. Mr. Decker for the last four years has been with Maxon's Inc., Detroit agency, specializing in research and space buying. Before that he was with the Chrysler Export Corp. as advertising manager.

SHOPPING GUIDE—Mary Coyle, who is one of the 14 Jean Abbeys conducting shopping tours for Woman's Home Companion. Miss Coyle broadcasts on WBBM, Chicago.

Magazine Sponsor Broadcasts Series Of Shopping Tours

Point-of-Sale Tie-in Provided For Companion Advertisers

By BRUCE ROBERTSON

EVERY Monday morning at 9:30 Jean Abbey goes on the air over WBBM, Chicago, to take her listeners on a shopping tour of one of the downtown department stores. The first part of her talk is devoted to some special store feature; the remainder to describing a number of products for sale in the store. So far this sounds like just a good, but not unusual, piece of store promotion.

But, if Jean Abbey talks about The Fair this week, next Monday she'll discuss Mandel Brothers, then Carson, Pirie, Scott & Co., and then Marshall Field & Co. Furthermore, women in 13 other cities from New York to Los Angeles tune in (on Mondays) to hear 13 other Jean Abbeys talk about the stores in their cities.

Before this gets too complicated I'd better explain that Jean Abbey—all 14 of her—is also known as the *Women's Home Companion Shopper* and is sponsored by the Crowell Publishing Co., New York.

Sponsor's Tie-in

BUT HOW, you ask, does such a program get new readers and subscribers for the *Woman's Home Companion?* And the answer is that it doesn't and isn't intended to. What it does do is to provide a point-of-sale tie-in for the advertisers in the magazine — for of course only those products advertised in the *Companion* are discussed on the air.

Here's how it works in Chicago, and it's just about the same in all of the 14 cities in which the program is placed. Mary Coyle, who is the Jean Abbey in Chicago, receives each month a list of the products that will be advertised in the next month's *Woman's Home Companion*. She then calls on the four department stores and checks against her list the products carried by each store, conferring with the buyers and advertising managers to determine which products to mention and what store feature they want her to discuss. Following these conferences she writes her continuities, has them OK'd by the stores, and sends them to the magazine for final approval.

From the point of view of the individual department store the programs have been successful both in the direct sale of merchandise and in the promotion of special features. A mention of Oneida silver salad forks on a recent broadcast for The Fair resulted in the sale of five dozen the day of the broadcast. Another broadcast describing the showing of new summer clothes at Carson's had scarcely gone off the air before the phones in the shopper's service section began bringing in requests for more specific information on sizes, styles and prices.

Store Cooperation

THESE stores cooperate in merchandising the broadcasts by mentioning them in their newspaper advertising on Sunday and Monday, which frequently high-lights the merchandise to be described during the radio period. Counter cards carrying the picture of a girl at a microphone and the slogan "Featured by Jean Abbey broadcasting this week" are prominently displayed beside all articles mentioned on the air, and occasionally the store will devote one of its windows to displays.

So successful has it been that the *Companion* has recently launched a similar series for food products which is now on the air in Boston, Philadelphia and Chicago, with plans for a rapid extension to other cities. These talks, which are broadcast by "Carolyn Pryce" the *Woman's Home Companion* Home Counselor, not only give her listeners new ideas on preparing tasty meals, but also help solve every housewife's daily menu problems—from market to kitchen to table. Each broadcast is devoted exclusively to one of the several food store chains in each city which cooperate with her by displaying products featured by her in their stores, just as the department stores cooperate with Jean Abbey.

UTILITY FINDS RADIO IS BEST

Rate Reduction Explained on the Air in Campaign to Increase Amount of Current Consumed

RADIO is carrying the utility message, and doing it remarkably well in Raleigh, N. C., in a series of quarter-hour *American Home Dramas* on WPTF, Raleigh. So much interest has been created by a previous series that the dramas have just been renewed by the sponsor.

The basis of utility rate-making is extremely technical and of course is not easy to present to the housewife. When a change in rates, such as a reduction which must be compensated with use of more current, the utility faces a campaign of consumer education. That is the situation which faced Carolina Power & Light Co., Raleigh.

Radio More Effective

"WE ARE satisfied that the rate story is being put across in a more effective manner than in any of the other media we have used," S. E. Weimer, company executive, declares on the basis of its use of radio.

The Raleigh series presents home-making problems that can be solved by means of major electrical appliances. A typical program finds two housewives knitting and deploring the fact that a college classmate is letting herself grow old prematurely. As the gossip goes on, the wife about whom they are talking unexpectedly appears, listens to the chatter, asks advice, and is told to get an electric stove to lighten her housework and give her more time for social activities.

This brings an explanation of the new power rate and how much more current can be used without increasing the monthly bill very much. The only commercial, 150 words, carries out this theme. Another program, with both opening and closing announcements, presents a visit of a utility representative with a housewife in which the utility rate is explained entertainingly.

Sports! Sports! Sports!—And Results!

By BLAYNE R. BUTCHER
Radio Department, Lennen & Mitchell Inc.

Briggs Series, a Big Sales Producer From the Start, Proves A Consistent Winner for Briggs Tobacco Sponsor

IT CAN'T be done, they warned, when Briggs decided to use a quarter-hour sports series Saturday evenings. That was nearly a year ago. It was done, however, and still is being done, because users of Briggs products have been increasing steadily. After all, there's no denying the allure of an upward curving sales chart. Here's the narrative, done by an agency executive who has stuck with the series through thick and thin, hot and cold, football and baseball, boxing and tennis.

Mr. Butcher

THAT CAPTION, lifted almost intact from the weekly broadcast script,, cryptically describes the *Briggs Sports Review of the Air*, with Thornton Fisher, noted sports cartoonist, editor and commentator. This Saturday evening broadcast series, now nearing its first birthday on the NBC-WEAF network, has definitely and conclusively demonstrated that sports via radio can be a paying proposition for a national sponsor with vision.

Local clients on local stations have capitalized on sports for a long time, but heretofore national clients have only dabbled in them occasionally, usually selecting major events for one-time sponsorship. Perhaps they suspected the week-to-week sports grind would be fraught with some difficulties, which isn't far wrong, for digging to find the common sports denominators for all sections of our country is not an easy task. As we have since found, it means living with the show constantly, "on top of the news", and being flexible enough to make quick and important changes in plans at a moment's notice. However, working with radio news provides a never ending challenge that makes it one of the most stimulating phases of the broadcasting business.

Quick Results

WHEN the *Sports Review* was first broadcast last Oct. 6 our problem was relatively simple for football dominated the sporting horizon and no plans beyond the end of the gridiron season had been considered. As we neared the finish of the football schedules the sales of Briggs Pipe Mixture had been so visibly stimulated by this radio campaign that it was decided to make the program a fixture, as long as it produced results.

Immediately skeptics arose to point out that a 15-minute weekly program on Saturday night could not survive and that its success to that point had only been due to the intense interest in football. By that time, however, plans had been formulated in which the sponsors and ourselves had confidence. These plans, we believed, would result in a bright, sparkling and authoritative audible sports page.

The acid test of the soundness of our convictions came on Dec. 8 when the new program formula for the *Briggs Sports Review of the Air*, was tried out. As proof that it clicked the pattern has remained practically unchanged to this day. For the uninitiated a brief description of the show might not be amiss. Our signature, the rolling of the presses, is distinctive, as is the use of two voices in detailing the news flashes. An announcer, or "headline voice", introduces and highlights the items and odd bits of sports news as read by Thornton Fisher. After covering the sports field in this fashion we interpolate a commercial — brief, snappy, in keeping with the show.

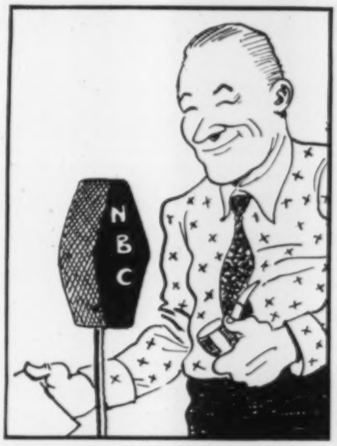
From there we turn to an interview with an outstanding athlete leading into a dramatization of some colorful incident from this personality's life. We follow with a prize contest and offer also reproductions of a pen-portrait of this guest star as drawn from an action pose by Thornton Fisher. The last item on our program is always a resume of the coming week in sports with predictions of the outcome of major events.

We have built a definite organization to sort out and handle the sports news of the week, so that it can be delivered in brisk, breezy fashion, and our Saturday flashes are right up-to-the-minute. In straightforward, simple and direct fashion the condensed news is given to the sports fan so that he can have an advance tip on what will be detailed in his Sunday morning paper.

Shortly after the first program last December the few doubts left in our minds were eliminated, for early mail returns indicated an enthusiastic acceptance of the program pattern, with the sales chart further confirming it. Requests for the pen-portrait reproductions were so numerous that there had to be many reprintings in the early stanzas. The contest, too, was definitely catching on, as proven by the large number of hopeful entries. The first contest was tied up with the product, but with the advent of the summer sports season we changed to "Sports Whoppers"—tall stories about sports, and each week's prize winning letter was read during the show.

Spreading Good Will

RIGHT here and now I want to point out that one of the best forms of merchandising a program is to make a friendly ally of your listener. You stand a good chance of accomplishing this if you pay strict attention to their every request, no matter how minor, for a friendly letter in answer to a question can spread an excellent feeling of good will around an ever increasing circle of potential buyers. To this end every communication was read carefully and listeners' wishes received prompt attention.



THORNTON FISHER — A self-caricature of the well-known newspaperman and cartoonist who broadcasts for Briggs Tobacco.

If Joe Doakes wanted a picture of so and so, made three months ago, it was dug out of the files and sent to him. If John Smith wanted to know the contest details again, he was accommodated. These policies were adhered to right from the beginning, and played a material part in the switchover of product sponsorship early in January of this year. At that time emphasis was shifted from the tobacco to Muriel Cigars — with sales responding immediately. The brief mention of Briggs, and the title of the show, have kept the pipe mixture sales booming also.

Many Notable Guest Stars

A LIST of the guest stars who have paraded to the microphone during these weeks reads like a "Who's Who in American Sports". Jack Dempsey, Frank Frisch, Jimmy Braddock, Benny Leonard, Ford Frick, William Harridge, Walter Johnson, Bill Terry, Joe Cronin, Rogers Hornsby, Sam Parks, Jr., Jimmy Dykes, Babe Didrikson, Dazzy Vance, and others, consented to appear with Thornton Fisher, in spite of the fact that national advertisers with larger budgets than ours were often bidding for their services. These "name stars", plus interesting special offers and contests, and our lively way of handling news, have made a lasting impression on thousands of sport fans the country over. Where are the skeptics who told us one 15-minute weekly sports program on Saturday evenings, sponsored nationally, couldn't produce results?

A & P Stores Contract For Kate Smith Series On CBS Thrice Weekly

ABANDONING the idea of a dramatized news program similar to the *March of Time*, the Great Atlantic & Pacific Tea Co., through Paris and Peart, New York, has signed Kate Smith for a thrice-weekly series beginning Oct. 1. As in the former commercials for other sponsors, Miss Smith, who is now running a one-hour sustaining variety show on CBS Thursday nights with her manager, Ted Collins, as announcer, will be heard in 15-minute programs with Jack Miller's orchestra. About 30 CBS stations, including the basic network, will be used, at 7:30 p. m. Tuesdays, Wednesdays and Thursdays.

It is emphasized that the signing of this contract (first with CBS for A & P) does not indicate that the "Gypsies" program will be discontinued from NBC. Time billing for the latter feature is about $3,700 a week; for the new CBS show it will total at least $10,000 during the standard time season, putting A & P in the top flight among radio advertisers from the point of view of time costs. The talent costs on the Kate Smith show also will be high.

Several sponsors and agencies are understood to be investigating the possibility of taking up the dramatized news program dropped by A & P.

Griffin Signs for Year

SUCCESS of its series of time announcements on six major stations has caused Griffin Mfg. Co., Brooklyn (shoe polish) to sign yearly contracts effective Dec. 1 with WQAM, WWL and WFLA-WSUN. The sponsor has been using six daily time signals, seven days a week, daytime, over KSD, WLS, WHK, WCKY, WMC and WJZ, some of the signals being accompanied by 25 to 100-word announcements. Bermingham, Castleman & Pierce Inc., New York, is the agency.

LIKE KGFJ, Los Angeles, which has been broadcasting on an "all-night" basis for some years, WNEW, Newark, on Aug. 2 went on a 24-hour-a-day schedule.

Newspaper Ownership and Control of Radio Stations . . .

(Revised to August 15, 1935; Copyright 1935 by Broadcasting Publications Inc.)

SO MUCH misinformation and inadequate information regarding the newspaper ownership and control of broadcasting stations has been published in recent months that the editors of BROADCASTING have been asked to bring up to date their copyrighted directory of newspaper stations, published in the 1935 Yearbook. It is presented herewith—the only complete compilation ever assembled. Revisions since the 1935 Yearbook include nearly a dozen more stations that have come under the control of newspapers or publishers, bringing the total to this date to 122 in the United States, one in Hawaii and 15 in Canada.

Not all of the FCC's license names of stations reveal their newspaper ownership or corporate affiliations. The tabulation herewith represents our own inquiry into the stock ownership of practically all of the 640-odd radio stations in the United States to determine whether publishers or editors own all or part of any station. The nature of the affiliation—whether outright ownership by newspaper interests, part ownership or interlocking control—is indicated in this listing.

Because newspapers have been among the most zealous seekers after new broadcastng facilities, we also publish below the best available list of newspaper or publishers' applications for new stations now pending before the FCC. This list is not complete, however, for among the several hundred applications pending, mostly for new 100 watters, are many that were filed in the names of individuals who are believed to represent newspaper interests but who do not disclose the fact in their applications.

ARIZONA

KTAR, Phoenix—Owned by Phoenix Arizona Republic and Gazette.

ARKANSAS

KARK, Little Rock—Affiliated (interlocking ownership) with The Arkansas Farmer (weekly).

KELD, El Dorado—Affiliated (interlocking ownership) with The Arkansas Farmer, Little Rock. (Under construction.)

KUOA, Fayetteville—Affiliated (interlocking ownership) with Fayetteville Democrat.

CALIFORNIA

KPO, San Francisco—Owned jointly by San Francisco Chronicle and Hale Brothers (department store); operated under lease by NBC.

KYA, San Francisco—Owned and operated by Hearst Radio Inc.; affiliated with San Francisco Examiner.

KEHE, Los Angeles — Owned by Hearst Radio Inc.; affiliated with Los Angeles Examiner and Los Angeles Herald & Express.

KLX, Oakland—Owned and operated by Oakland Tribune.

KFBK, Sacramento—Owned by Sacramento Bee (McClatchy newspapers).

KMJ, Fresno—Owned by Fresno Bee (McClatchy newspapers).

KWG, Stockton—Owned by the McClatchy newspapers (Sacramento Bee, Fresno Bee and Modesto Bee).

KERN, Bakersfield—Owned by McClatchy newspapers (Fresno Bee, Modesto Bee and Sacramento Bee).

COLORADO

KLZ, Denver—Owned by publishers of Oklahoma City Oklahoman and Times.

CONNECTICUT

W1XBS, Waterbury—Owned by Waterbury Republican and American.

DELAWARE

WILM and WDEL, Wilmington—Affiliated (interlocking control) with Lancaster (Pa.) New Era and Intelligencer-Journal.

FLORIDA

WDAE, Tampa — Owned by Tampa Times.

WIOD, Miami—Controlled by Miami Daily News.

WCOA, Pensacola — Owned by publisher of Pensacola News and Journal, Jacksonville Journal and Reading (Pa.) Times.

GEORGIA

WSB, Atlanta — Owned by Atlanta Journal.

ILLINOIS

WGN, Chicago — Owned by Chicago Tribune.

WAAF, Chicago—Owned by Chicago Daily Drovers Journal.

WLS, Chicago—Owned by the Prairie Farmer (weekly).

WHBF, Rock Island — Owned by Rock Island Argus.

INDIANA

WSBT and WFAM, South Bend — Owned by South Bend Tribune.

WTRC, Elkhart—Owned by Elkhart Daily Truth.

IOWA

KSO and KRNT, Des Moines—Owned by Des Moines Register & Tribune.

WMT, Cedar Rapids—Owned by the Des Moines Register & Tribune.

KSCJ, Sioux City—Owned by Sioux City Journal.

KANSAS

WLBF, Kansas City — Under purchase option to Kansas City Kansan (Capper publications).

WIBW, Topeka—Owned by Topeka Capital (Capper publications).

KFH, Wichita — Owned by Wichita Eagle and Hotel Lassen.

KGGF, Coffeyville—Owned by Coffeyville Journal.

KGNO, Dodge City—Affiliated (corporate) with Dodge City Globe.

KENTUCKY

WHAS, Louisville—Owned by Louisville Courier-Journal and Times.

LOUISIANA

KWKH, KTBS and KWEA, Shreveport — Owned by Shreveport Journal and Times.

WJBO, Baton Rouge — Owned by Baton Rouge Star-Times and Morning Advocate.

KVOL, Lafayette — Affiliated (interlocking control) with Lafayette Advertiser.

MARYLAND

WBAL, Baltimore—Owned by Hearst Radio Inc.; affiliated with Baltimore News-Post & American.

MASSACHUSETTS

WTAG, Worcester—Owned by Worcester Telegram and Gazette.

WNBH, New Bedford — Owned by New Bedford Mercury and Standard-Times.

MICHIGAN

WWJ, Detroit — Owned by Detroit News.

WELL, Battle Creek—Owned by Battle Creek Enquirer-News.

WBEO, Marquette—Owned by Marquette Mining Journal.

MINNESOTA

WTCN, Minneapolis—Owned jointly by Minneapolis Tribune and St. Paul Pioneer Press & Dispatch.

WEBC, Duluth-Superior — Affiliated (corporate) with Superior (Wis.) Telegram.

WMFG, Hibbing — Affiliated (corporate) with Superior (Wis.) Telegram. (Under construction.)

MISSISSIPPI

WQBC, Vicksburgh—Owned by Vicksburg Post.

MISSOURI

WDAF, Kansas City — Owned by Kansas City Star.

KSD, St. Louis—Owned by St. Louis Post Dispatch.

KGBX and KWTO, Springfield—Operator of stations also publisher of Ozark Journal (weekly).

WMBH, Joplin—42 6/7% of stock owned by A. E. McMechan, trustee of Globe Publishing Co. (Joplin Globe & News-Herald.)

NEBRASKA

WJAG, Norfolk—Owned by Norfolk Daily News.

NEVADA

KOH, Reno — Owned by the McClatchy newspapers of California.

NEW MEXICO

KOB, Albuquerque — Operated under lease by Albuquerque Journal.

NEW YORK

WINS, New York City — Owned by Hearst Radio Inc.; affiliated with New York American and Journal.

WEVD, New York—Affiliated (corporate) with The Jewish Daily Forward.

WBEN, Buffalo — Owned by Buffalo News.

WOKO, Albany — Affiliated (corporate) with Albany Knickerbocker Press and Evening News (Gannett newspapers).

WHEC, Rochester—Owned by Rochester Democrat & Chronicle and Times-Union (Gannett).

WESG, Elmira - Ithaca — Operated under lease from Cornell University by Elmira Star-Gazette (Gannett).

NORTH CAROLINA

WWNC, Asheville—Owned by Asheville Citizen and Times.

WSJS, Winston-Salem — Owned by Winston - Salem Journal and Twin City Sentinel.

NORTH DAKOTA

WDAY, Fargo — Affiliated (corporate) with Fargo Forum.

OHIO

WHK, Cleveland — Owned by Cleveland Plain Dealer.

WAIU, Columbus—Owned by Cleveland Plain Dealer.

WBNS, Columbus — Affiliated (interlocking) with Columbus Dispatch.

WCOL, Columbus — Affiliated (interlocking) with Ohio State Journal.

WSMK, Dayton — Affiliated (corporate) with the Dayton Herald & Journal.

WHIO, Dayton — Owned by Dayton Daily News and affiliated with the Springfield News and Sun.

OKLAHOMA

WKY, Oklahoma City — Owned Oklahoma City Oklahoman a Times.

KCRC, Enid—Affiliated (interlocki control) with Enid News & Eag

KGFF, Shawnee — Affiliated (interlocking ownership) with Shawnee News and Star.

KVSO, Ardmore—Owned by Ardmore Daily Ardmoreite.

OREGON

KGW, Portland—Owned by Portland Oregonian.

KEX, Portland — Operated under lease from NBC by Portland Oregonian.

KOIN, Portland — Affiliated (corporate) with Portland Oregon Journal.

KALE, Portland — One-third owned by Portland Oregon Journal.

Newspaper Interests Seeking Stations

Fort Worth, Tex., Amon G. Carter (Fort Worth Star - Telegram) 970 kc 5 kw U.

Bellingham, Wash., Bellingham Pub. Co., 1420 kc 100 w U.

Big Springs, Tex., Big Springs Herald Inc., 1500 kc 100 w U.

Champaign, Ill., Champaign News-Gazette Inc., 1370 kc 100 w U.

Pottsville, Pa., E. L. Clifford (Pottsville Republican) 580 kc 250 w D.

Denton, Tex., Denton - Record Chronicle Co., 1420 kc 100 w D.

Vallejo, Cal., Luther E. Gibson d/b Times Herald Pub. Co., 850 kc 250 w D.

Hartford, Conn., Hartford Times Inc., John F. Rolfe, treas., 1200 kc 100 w U.

Albany, N. Y., Hearst Radio Inc. (Albany Times - Union) 970 kc 1 kw U.

Milwaukee, Wis., Journal Co. (Milwaukee Journal), 1010 kc 1 kw U.

Paris, Tex., North Texas Pub. Co., A. G. Mayse, president, 1500 kc 100 w D.

Merced, Cal., The Merced Star Publishing Co., 1040 kc 250 w D.

New York City, J. David Stern (New York Post) 810 kc 500 w D.

Brooklyn, N. Y., Brooklyn Daily Eagle, 1400 kc, 1 kw U.

Muskogee, Okla., Oklahoma Press Pub. Co., 1500 kc 100 w U.

Pittsburgh, Kan., Pittsburgh Pub. Co., 1500 kc 100 w U.

Abilene, Tex., Reporter Pub. Co. Inc., 1420 kc 100 w U.

Roseburg, Ore., Southern Oregon Pub. Co., 1500 kc 100 w D.

Springfield, Mo., Springfield Newspapers Inc., 710 kc 1000 w.

St. Joseph, Mo., News Brdcstg. Co., 1310 kc 100 w U.

Corpus Christi, Tex., Caller-Times Pub. Co., 1330 kc 1 kw U.

Pampa, Tex., Pampa Daily News Inc., 1200 kc 100 w D.

Virginia, Minn., Head of the Lakes Brdcstg. Co. (Superior, Wis. Telegram) 1370 kc 100 w U.

Belton, Tex., Bell Pub. Co., 1370 kc 100 w D.

Moscow, Id., Review Pub. Co. (Pearl B. Robinson, sole owner), 1310 kc 100 w U.

Marysville, Cal., Marysville - Yuba Publishers Inc., 1210 kc 100 w U.

Temple, Tex., Bell Brdcstg. Co. (Temple Telegram) 1370 kc 100 w D.

PENNSYLVANIA

WHAT, Philadelphia — Owned by Philadelphia Public Ledger.

WCAE, Pittsburgh — Owned by Hearst Radio Inc.; affiliated with Pittsburgh Sun-Telegraph.

WWSW, Pittsburgh — Owned by Pittsburgh Post-Gazette.

WSAN, Allentown—Owned by Allentown Call.

WQAN, Scranton—Owned by Scranton Times.

WHP, Harrisburg — Affiliated (interlocking control) with Harrisburg Telegraph.

WKBO, Harrisburg — Affiliated (interlocking control) with Harrisburg Telegraph.

WGAL, Lancaster — Owned by Lancaster Intelligencer - Journal and New Era.

WORK, York — Affiliated (interlocking control) with Lancaster New Era and Intelligencer-Journal.

WAZL, Hazleton — Affiliated (interlocking control) with Lancaster New Era and Intelligencer-Journal.

WRAK, Williamsport -- Affiliated (corporate) with Williamsport Sun-Gazette.

WKOK, Sunbury — Affiliated (interlocking control) with Sunbury Item.

SOUTH CAROLINA

WAIM, Anderson—Owned by Anderson Independent-Tribune.

WFBC, Greenville — Owned by the Greenville News-Piedmont.

TENNESSEE

WMC, Memphis—Owned by Memphis Commercial Appeal.

WTJS, Jackson — Owned by Jackson Sun.

TEXAS

WFAA, Dallas — Owned by Dallas News and Journal.

KRLD, Dallas — Owned by Dallas Times-Herald.

WBAP, Fort Worth—Owned by Fort Worth Star-Telegram.

KPRC, Houston—Owned by Houston Post.

KTRH, Houston—Owned by Houston Chronicle.

KXYZ, Houston — Affiliated (interlocking control) with Houston Chronicle.

KGNC, Amarillo—Owned by Amarillo Globe-News.

UTAH

KSL, Salt Lake City—Fifty per cent owned by Salt Lake Tribune.

KLO, Ogden—Affiliated (interlocking control) with Ogden Standard-Examiner.

VERMONT

WCAX, Burlington—Owned by Burlington Daily News.

WDEV, Waterbury—Owned by Waterbury Record (weekly).

VIRGINIA

WDBJ, Roanoke—Owned by Roanoke Times and World-News.

WTAR, Norfolk—Owned by Norfolk Ledger - Dispatch and Virginian Pilot.

WPRH, Petersburg—Under purchase option to publishers of Richmond News-Leader.

WEST VIRGINIA

WHIS, Bluefield — Owned by Bluefield Daily Telegraph and Sunset News.

WSAZ, Huntington — Owned by the Huntington Advertiser and Herald-Dispatch.

WCHS, Charleston — Owned by the Huntington Advertiser and Herald-Dispatch.

WISCONSIN

WTMJ, Milwaukee — Owned by Milwaukee Journal.

WISN, Milwaukee—Owned by Hearst Radio Inc.; affiliated with Milwaukee Sentinel and Wisconsin News.

WIBA, Madison — Owned jointly by Madison Capital Times and Wisconsin State Journal.

WEBC, Superior-Duluth — Affiliated (corporate) with Superior Telegram.

WCLO, Janesville—Owned by Janesville Gazette.

KFIZ, Fond du Lac—Owned by Fond du Lac Commonwealth Reporter.

WRJN, Racine — Owned by Racine Journal-Times.

WHBL, Sheboygan — Owned by Sheboygan Press.

HAWAII

KGU, Honolulu—Owned by Honolulu Advertiser.

CANADA

CHNS, Halifax, N. S. — Owned by Halifax Herald and Mail.

CKAC, Montreal—Owned by Montreal La Presse.

CHLP, Montreal — Owned by Montreal La Patrie.

CFPL, London, Ont.—Owned by London Free Press.

CKCK, Regina, Sask.—Owned by Regina Leader-Post.

CFAC, Calgary, Alta. — Owned by Calgary Herald.

CJCJ, Calgary, Alta.—Owned by Calgary Albertan.

CJCA, Edmonton, Alta. — Owned by Edmonton Journal.

CKCD, Vancouver, B. C.—Owned by Vancouver Daily Province.

CFJC, Kamloops, B. C.—Owned by Kamloops Sentinel.

CHSJ, St. John, N. B.—Controlled by St. John Telegraph-Journal and Times-Globe.

CJKL, Kirkland Lake, Ont.—Affiliated (interlocking control) with Timmins, Ont. Press.

CKGB, Timmins, Ont. — Affiliated with Timmins Press.

CJGX, Yorkton, Sask. — Owned by Dawson Richardson Publications, Winnipeg (The Market News).

CKSO, Sudbury, Ont. — Owned by Sudbury Star.

E. R. SQUIBB & Son, New York (drug products) will sponsor a new series of variety programs over a CBS network beginning Thursday, Sept. 19, 9:30-10 p. m. (EDST). This company has not been on the networks for the last two years, having once sponsored Will Rogers. Geyer-Cornell Co., New York, is the agency.

Networks Continue Their Support of Press-Radio Setup

NBC Stations May Buy UP; Transradio Protests to FCC

ALTHOUGH negotiations are in progress between NBC and United Press for news service to the network's owned and operated stations, and although CBS for more than a month has been buying UP for local use on five of the stations it owns, both of the major networks are continuing to support the Press-Radio Bureau in New York.

Despite the closing Aug. 1 of the Los Angeles office of the Press-Radio Bureau, reliable sources indicated that there is no reason to believe there will be any departure from this policy before the next convention of the American Newspaper Publishers Association in New York in April, 1936. It was after the ANPA convention last April that both UP and International News Service went into the field of selling news direct to stations for local sponsorship.

The UP-NBC negotiations, it is understood, are at a standstill while lawyers are studying the proposed contracts. In the meantime, the two big press associations have continued to add radio clients. UP's latest are KJR, Seattle; KMA, Shenandoah, Ia., and KIEM, Eureka, Cal., and it has started a temporary service to KNX, Hollywood, to be used for sustaining purposes until Jan. 1, 1936, when a full commercial agreement goes into effect. This brings to 39 the number of station clients now served by UP.

INS during the last fortnight has added the following stations: KSO, Des Moines; KLZ, Denver; KGFJ, Los Angeles, and KMPC, Beverly Hills, Cal. This brings to 50 the number of stations it now serves.

No repercussions are expected to result from the signing of the nightly *March of Time* series by CBS, sponsored alternately by *Time Magazine* and Remington Rand Inc., which will be a 15-minute dramatic based on the day's news. This is not regarded as a violation of the press-radio "program" since the dramatic treatment is sufficient departure from straight news reporting to keep the program out of scope covered by the agreement. *Time Magazine* is a UP client.

The clarification of the press-radio situation in recent months and the closing of the Press- Radio Bureau office in Los Angeles have led to the resumption of KNX program listings in three Los Angeles newspapers which had kept them out. KNX had been eliminated because it had continued to carry sponsored news after refusing to join the press-radio agreement. During the first week in August the *Los Angeles Times*, *Herald-Express* and *Examiner* reinstated KNX listings.

Transradio Press, which claims 250 station clients and which is continuing to serve KNX for its commercial news programs, has filed a formal petition with the FCC seeking permission to intervene against the license renewals of the 21 NBC and CBS owned and operated stations on the grounds of monopoly in restraint of trade. Correcting an error in the Aug. 1 issue of BROADCASTING, which reported that 30 stations were involved—due to the fact that the Don Lee stations and WFBL, Syracuse, were inadvertantly included in Transradio's preliminary memorandum to the FCC—Herbert Moore, Transradio president, made the following statement:

"On behalf of Transradio Press Service, Inc., I want to correct a serious error of fact which occurred in your Aug. 1 issue in the

(*Continued on page 46*)

Transradio Press Signs 15 New Station Clients; Opens Office in Seattle

WITH the addition of 15 new station clients, Transradio Press has established a Pacific Northwest Bureau at 901 Vance Bldg., Seattle, with Donald M. Young in charge as manager and Elmer Meadows as news editor. All Pacific Northwest news is relayed from Seattle to Transradio's Western headquarters in San Francisco for distribution to its 60 Pacific Coast clients.

The new Transradio clients announced by Herbert Moore, president, are as follows: WMBC, Detroit; KFXM, San Bernardino, Cal.; KXRO, Aberdeen, Wash.; KRMD, Shreveport; WEED, Rocky Mount, N. C.; WKEU, Griffin, Ga.; WNRA, Muscle Shoals, Ala.; WAIM, Anderson, S. C.; KMED, Medford, Ore.; KFXJ, Grand Junction, Col.; KOOS, Marshfield, Ore.; KFJZ, Fort Worth; KGKB, Tyler, Tex.; WRBL, Columbus, Ga.; WRDW, Augusta, Ga.

Transradio's affiliation, Radio News Association, also announced the addition of the following new clients: KFSO, San Francisco; WJBK, Detroit; KRSC, Seattle; KASA, Elk City, Okla.

Stations Subscribing to Press Associations

COMPLETE lists of radio station clients being served by International News Service and United Press, under contracts signed as of Aug. 10, are presented herewith. Since the recent decision of the two press associations to furnish their news services direct to radio stations for either sponsorship or sustain.ng purposes, INS has signed 50 stations, and UP has signed 39. The lists follow:

INTERNATIONAL NEWS SERVICE CLIENTS

WBBM, Chicago
WJJD, Chicago
WGAR, Cleveland
WCAE, Pittsburgh
WAAB, Boston
WINS, New York
WGST, Atlanta
WMAS, Springfield, Mass.
WHBU, Anderson, Ind.
WFBM, Indianapolis
WDRC, Hartford
WICC, Bridgeport
WFEA, Manchester, N.H.
KOIN and KALE, Portland, Ore.
WEAN, Providence
WBOW, Terre Haute
WNBH,, New Bedford
WSAI, Cincinnati
WDGY, Minneapolis
WTMV, E. St. Louis, Ill.
WIL, St. Louis
KMPC, Beverly Hills, Cal.
KGFJ, Los Angeles
KSO and KRNT, Des Moines
WJR, Detroit
WBAL, Baltimore
WFIL, Philadelphia
WISN, Milwaukee
KYA, San Francisco
WABY, Albany, N. Y.
WRDO, Augusta, Ga.
WMBR, Jacksonville, Fla.
WLBZ, Bangor, Me.
WLLH, Lowell, Mass.
KEX and KGW, Portland, Ore.
WLBC, Muncie, Ind.
WORC, Worchester, Mass.
WATR, Waterbury
WLW, Cincinnati
WCKY, Cincinnati
WTCN, St. Paul
WTAX, Springfield, Ill.
WFBL, Syracuse
KFNF, Shenandoah, Ia.
WIND, Gary, Ind.
KLZ, Denver

UNITED PRESS CLIENTS

WEE, Boston
WCAU and KYW, Philadelphia
WHO, Des Moines
KSO and KRNT, Des Moines
KJBS, San Francisco
KQW, San Jose, Cal.
WXYZ, Detroit
WNOX, Knoxville
WIS, Columbia, S. C.
WCSC, Charleston, S. C.
CKLW, Windsor-Detroit
WSPD, Toledo
WWVA, Wheeling, W.V.
KWK, St. Louis
KMOX, St. Louis
WIBA, Madison, Wis.
KGNC, Amarillo, Tex.
KTBS and KWKH, Shreveport, La.
WJSV, Washington
KGIM, Stockton, Cal.
WCCO, Minneapolis
WKRC, Cincinnati
WBT, Charlotte
WHAM, Rochester
KFBK, Sacramento, Cal.
KMJ, Fresno, Cal.
KSTP, St. Paul
KTAT, Fort Worth
KTUL, Tulsa
KNX, Hollywood
WJAY, Cleveland
WGR and WKBW, Buffalo
KMA, Shenandoah, Ia.
KIEM, Eureka, Cal.
KJR, Seattle

Measuring the Circulation of Radio

Responsibility for Coverage Surveys Declared to Rest Between Broadcasting Stations and Agencies

By WALTER A. BURKE

McCann-Erickson Inc., San Francisco
Regional Executive, Pacific Association of
Advertising Agencies

HOW MANY persons listen to particular programs? Stations, advertisers, and agencies are vitally interested in this problem, which is far from being solved. Pending are a number of plans to determine radio circulation. What a big agency is doing about coverage surveys on the West Coast is explained herewith and the author presents some pertinent observations on this moot question, written from the agency standpoint.

WE ARE OFTEN asked to explain why the agencies seem to be the only group demanding actual checks on the circulation of programs and the listening habits of the radio audience. We have been told that the agency more or less determines the success of radio advertising in terms of circulation and that its opinion in this regard is somewhat at variance with other groups interested in radio.

Over and over again it has been proved that the effectiveness of all advertising results only from the product of circulation, times intensiveness of appeal. There is no question about the intensiveness of radio's appeal, especially to its newer listeners. There is, on the contrary, a lot of misunderstanding of its probable circulation, and this factor of circulation is the only tangible data of use to advertisers and agencies in checking the extent of coverage received by an individual broadcast.

Most surveys made by this agency have been over the telephone. It has been found that approximately 96% of the telephone subscribers in the metropolitan areas are also radio owners, and, it has been found that the largest percentage of radio owners are also telephone subscribers. Therefore, the telephone checks represent a typical cross section of the radio owners in the areas surveyed.

What Surveys Show

THESE SURVEYS have shown a number of very interesting facts. Probably the most important is that there are four primary influences regulating the size of an audience. The time of day comes first. Obviously, a morning or afternoon program is not going to have as large an audience as a night program. We know definitely that on the Pacific Coast, a 6:30 p. m. program will not have as large an audience as a program broadcast at 8:30 p. m. Then there are station preferences, program preferences, and the element of competition from other programs and other stations to consider. These factors will regulate to a large extent the audience available and the audience secured, or, in other words, the circulation of the program.

In estimating the number of sets owned in the three Pacific Coast states (California, Washington and Oregon), we have started from a logical point of view—the number of homes equipped with electricity. True, there may be some battery sets still in use, but by and large, most radio sets sold since 1927 have been electrically operated and it is safe to assume, therefore, that the saturation point in radio ownership on the coast is going to be reached when we have completely equipped these two million homes, at least unless additional homes receive electric service.

It is estimated by the radio stations that today, 80% of the *electrically-equipped* homes own and operate radio sets. This means approximately 1,600,000 sets. Estimating 8:00 p. m., as the peak hour, and allowing 42.6% of all sets owned as being in operation at that time, we have an audience of some 658,000 families out here on the coast. However, you would have this audience only if there were no other stations and no other programs on the air but your own and only at the peak hour.

Popular Programs

OVER the longest period of time we have found the *Maxwell House Show Boat* consistently having the largest audience on the coast. There have been other programs that have shown a "flash", (the President himself has undoubtedly obtained the highest audience in some of his important radio announcements), but we are concerned primarily with the *run-of-the-mill* program—the average day-to-day performance produced by or for an advertiser.

We have found that programs like *Myrt and Marge, Amos 'n' Andy* and the *Chase and Sanborn Hour* may receive an audience represented by approximately 300,000 radio sets. We have found that the leading programs originating on the Pacific Coast and released only over the coast chains, will have a top audience of 250,000 radio sets. The average for *all* programs, however, is much lower.

When we think of radio productions, we immediately think in terms of programs like *One Man's Family, The Standard Symphony,* and *The Shell Show,* but I am not referring to the leaders. Take the City of Los Angeles as an example. In any hour in the evening there are 24 programs broadcast. This means 120 every night during the five preferred hours. If you estimate 660,000 radio homes as the total coverage of all Los Angeles stations, and consider the fact that at least one-third of these radio owners are out and another third are home but not listening to any program, what do you think is the average audience secured by these 120 programs?

How much does radio advertising cost? This is another question often asked and difficult to answer. An example of one tabulation made by our agency may be helpful. A survey was conducted in San Francisco one night which included 5,600 telephone calls. Without going into details, we found that there were approximately 146,000 families home and listening to the 12 stations in San Francisco. The total was obtained by projections.

This check was made before the new rates went into effect. On the basis of the old rates, it would have been possible to have purchased the entire Bay area group of 12 stations for one hour at a cost of $1,197.00. This would mean a net cost to the advertiser, if he had 100% of the available audience, of *$8.19 per thousand radio homes.*

Of course, there was a considerable spread between the cost for the most popular and the least popular station. The range was from $3.75 to over $19 a thousand radio homes. These figures provide a base from which certain objectives can be determined.

Mass Circulation

THE DATA secured in the surveys simply prove that a program broadcast for the masses must necessarily obtain mass circulation. Even though it is difficult to calculate the cost of radio in terms of circulation, some method must be devised for doing so. We know that a program is successful only when an audience is available. We also know that the average radio advertiser, in directing his message to a cross section of all kinds of people from the most intelligent down to the least intelligent, must aim at a broad coverage, and that its results will be reckoned in terms of coverage secured.

We admit, however, that there may be some programs that do not need mass circulation. A manufacturer of a product with a long profit margin (patent medicines, credit clothing, etc.) can afford an intensive radio program directed at a smaller number of people.

The association which I represent (Pacific Association of Advertising Agencies) is interested in the development of accurate circulation data for all media. Most of the radio surveys conducted by the agencies on the Pacific Coast have been in the interest of a single client. This may always be so. Radio survey responsibility should be divided between both the broadcasting stations and the agencies. Unquestionably, the agencies shall always have to assume the final responsibility of proving to the advertiser the value of the medium and the value of the production being used. The stations, on the other hand, do not, but should assume full responsibility of evaluating the *potential* audience, as shown by more accurate service area studios.

Our association (Pacific Association of Advertising Agencies) will be very glad to cooperate with the stations in any plan devised by them to develop an A.B.C. or "traffic audit" for their medium. In fact, we urge the adoption of some method of checking the range of stations, the signal strength, the potential coverage offered. This data must come from the stations, and unless it is accurate, the information is of no value.

In closing, I should like to repeat this one point. The agencies are perfectly willing to continue the "copy tests" made over the telephone—but they should have the assurance that the stations will accept the final and full responsibility for the release of positive *Signal Strength Circulation Audits* as soon as possible.

A Retailer's Sale That Helps Solve Summer Problems

Radio-advertised Event Allows Store Two-week Shut-down

WITH the aid of radio, DuRand's Inc., feminine apparel shop in Louisville, has developed a new way of getting through the dull summer season—an annual Pre-Shutdown Sale. The store has just concluded its second merchandising event of this type, using 101 one-minute announcements on WHAS, Louisville, as well as newspaper advertising for three days.

Elden Edwin DuRand, president of the concern, conceived the idea last year, holding an 18-shopping-days cash sale with end-of-August prices, then closing the store for two weeks while some 50 employes took vacations.

In late June DuRand's buyers went East just ahead of inventory, making purchases at prices that would aid in equalizing markdowns. No seconds or substandard merchandise was purchased or used in the sale.

Success Repeated

BEFORE the event started, Mr. DuRand suggested to clerks that they endeavor to persuade customers to carry as many packages as possible to avoid delivery congestion. Out of 7,000 unit sales on the first day, only 57 were delivered, a considerable saving figuring deliveries at 10 cents each, the rate paid a delivery service company.

During the 1934 sale the volume of business in one week was equal to the entire month of July in 1933. The 1935 sales, lasting 18 days, more than repeated the success of last year, the increase amounting to 50%. So dense were the crowds that two employes were stationed at the door to admit one or two shoppers at a time as those on the inside departed.

Mr. DuRand told employes of the store at the end of the sale that any who needed money for their vacations could borrow it from him without interest, payable in instalments over a six-month period. In discussing the sale, he said that his stock at the end of August ordinarily would not be worth 25 cents on the dollar.

LEADERSHIP

IN PUBLIC SERVICE—

a sound foundation for leadership in advertising value

To public service features Station WHO devotes 16.4% of its broadcasting time—more than a day each week.

EVEN in the face of the rapid development of radio broadcasting to its present position as a major medium of advertising, the management of Station WHO has consistently maintained that the primary responsibility of a radio station is service to its listeners.

In fact, for the first six months of 1935, WHO has devoted 16.4 per cent of its broadcasting time to public service features, including these noteworthy programs:

IOWA SPEAKS—A 30-minute evening broadcast featuring outstanding talent and speakers from a score of important Iowa cities, picked up by remote control.

IOWA SCHOOL EDUCATIONAL BROADCASTS—A weekly series of half-hour programs throughout the school year, prepared and supervised in rotation by Des Moines' four high schools.

DISABLED VETERANS' FORUM—Station WHO has sponsored the only D. A. V. Radio Chapter in the United States—an activity which brings over 40,000 letters a year, and has helped hundreds of disabled veterans to secure compensation.

AMERICAN LEGION BROADCASTS — A weekly series of evening programs devoted to better citizenship.

CHURCH HOUR — An hour broadcast of some religious service each week.

ANIMAL RESCUE COOPERATION — $927 was raised for the Animal Rescue League through a single broadcast.

HUMANITARIAN HOUR—A weekly program featuring projects of public interest.

In addition, WHO has cooperated in the presentation of public-service programs under the sponsorship of the Iowa Federation of Women's Clubs, the Iowa Teachers' Association, the Iowa Tuberculosis Association, the Community Chest, the American Legion Auxiliary, and the Parent-Teachers Association.

This list comprises only a fraction of the public service activities which from the very beginning have had an important place on WHO's program schedule—important to listeners—and important to advertisers. For the value of a radio station to an advertiser depends to a considerable extent on the friendliness existing between that station and the people within reach of its transmitter.

WHO is one of the few radio stations employing an executive whose full-time responsibility is the arrangement and development of public service programs.

A vital reason why Station WHO has earned recognition as one of America's leading business producers per advertising dollar, lies in the consistent manner in which the station has gone out of its way to render unusual service to its territory. In fact, only through years of leadership in service to listeners, could WHO have built up the influence which today makes the station so productive for advertisers.

CENTRAL BROADCASTING COMPANY

J. O. Maland, Mgr. DES MOINES, IOWA *Phone 3-7147*

National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Los Angeles, San Francisco

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

New CBS Survey of Audience Separates Daytime and Night

Coverage of Individual Stations and Entire Network Computed on Basis of Response to Give-aways

PROVIDING more accurate audience measurement for advertisers than its previous surveys have accomplished, a new compilation of *Day and Night—CBS Listening Areas* divides the daytime and night-time audience and shows them on two separate maps. The study was issued Aug. 2 in the form of a handsomely bound and illustrated loose-leaf book for limited distribution.

In all, 197 maps are required to show the coverage of the individual 97 stations and the network as a whole. It is apparent that the task of "Counting Noses", which is formidable enough when the day is treated as a unit, becomes at least twice as difficult after subdivision into two parts, and in fact more than twice as difficult, owing to the element of time variation.

In this publication, CBS restates its policy of presenting minimum rather than average or maximum coverage, in the belief that broadcast advertising is harmed rather than helped by the extravagant claims that are sometimes made for station or network coverage. In addition to listenership percentages, complete market data are included under categories for radio ownership as of Jan. 1, 1935, total population, radio listeners, residence telephones, passenger autos, domestic gas consumers, electrically wired homes, retail outlets and retail sales figures.

Give-aways Used

JUST as in the first survey which CBS conducted in 1931, the latest study is based on the response to broadcast offers of a give-away without intrinsic value. The first offer was of a humorous radio map. For the present compilation, it was necessary to divide the audience at once into daytime and nighttime listeners, so two give-aways were decided upon.

These consisted of a radio game, for the daylight audience, and a joke book for evening listeners. A week early in November, when atmospheric conditions were average rather than favorable, was chosen for the test. Two announcements, each of 60 seconds, were written, one to describe each of the offers. Every CBS station broadcast these announcements independently and not on a hookup. Each announcement was made daily for a week, at different hours, so that an average audience would be approached.

Mail response, asking for the give-aways, was tabulated by counties for each station, classified according to which offer attracted the writer's attention.

More than 400,000 requests for souvenirs were received, which gives a proportion of one to every 50 radio homes. There was no publicity attendant upon the offer, and the choice of a give-away without intrinsic value was made to guard against one listener "tipping off" friends, who may not have heard the announcement, to take advantage of the offer.

Indicating the elements of conservatism which enter into this method of computing response, CBS points out that continuation of this offer (or any radio program) over a period of weeks would bring in responses from more and more outlying districts, without regard to the cumulative factor—the tendency of listeners to come back to a particular program, which is not present in the case of unvarnished announcements.

Also, an actual advertiser would have the advantages of publicity to stimulate interest in his program, and would get the benefit of time distribution, with a program lasting from 15 to 60 minutes, while the announcements in question ranged from 20 to 60 seconds.

The following factors entered into the decision to split up coverage data by day and night: Operation of many stations on double or multiple power during daylight hours; dependence of daytime transmission on ground waves; night-time expansion of coverage through sky waves; existence of an intermediate band at night, between the groundwave and skywave circles, in which the two signals tend to cancel one another.

No advertiser, it is contended, ever obtains the coverage suggested by a combined day-and-night map, unless he uses both day and evening programs in such proportion as to duplicate exactly the proportions of daytime to nighttime audiences—a highly unlikely thing. With the separation of the two types of coverage, the advertiser can plot his campaign according to definite information bearing on the particular period during which he intends to broadcast.

Comparisons show that the new CBS maps indicate smaller coverage areas than those obtained by any other method—whether field strength alone, cumulative mail tabulations alone, or the two combined. A further factor is that CBS has related its response percentages to the total population, and not to the number of radio sets owned in the area, since the advertiser thinks in terms of markets and not in terms of set-ownership.

For reducing the data to a statistical result that shows actual numbers of listeners, the network also conducted a survey to determine the number of regular listeners to each member station. More than 300,000 replies to the question "What station or stations do you listen to regularly?" were tabulated, and the percentages thus obtained, applied to the coverage figures, make it possible for the network to indicate in tabular form the number of listeners in each station area (or in the area covered by any given hook-up) who tune in *regularly* to the station's (or network's) programs.

PLAYING TOO LOUD!

WOR Reminds Listeners Not to Annoy Sleeping Neighbors

BETWEEN the hours of 10 p. m. and midnight, WOR, Newark, has its announcers pass along the suggestion that possibly the listener's radio set is playing too loud and his neighbors would appreciate it if the volume were reduced.

The announcements are so worded that none can take offense. They serve the purpose of being a reminder to people who may be playing their radio a little loud, but who are unaware of it until they hear this suggestion.

WOR has made this suggestion to the radio audience in past summers, but they have just resumed the practice for this summer. Many listeners have sent the station letters of appreciation.

FOUR OUT OF SIX DON'T MIND

Inquiring Photographer Finds Most of Listeners Interviewed Do Not Object to "Plugs"

FOUR out of six persons interviewed at random for the *Miami Beach* (Fla.) *Tribune* by its "Inquiring Photographer" stated they were not annoyed by radio advertising continuities, although the question was framed for a reply unfavorable to radio.

In gaining a cross-section of public opinion on the question, the *Tribune* found that one of the two objectors was a spirited critic of commercial announcements except in the case of new merchandise, while the other sees recent improvement. The *Tribune* is not affiliated with a radio station.

Here is the question, with the answers following:

THE QUESTION: Are you annoyed by the amount of advertising sales talk on radio programs?

K. DEWITT COFFMAN (surgical supplies): As a general rule I am not annoyed in the slightest by advertising sales talk on radio programs. In fact, I am inclined to like to listen to this portion of the radio programs, for it is essentially a part of the programs. The speakers themselves very often are classic examples of perfect diction, and are useful in informing potential customers about real bargains.

JIMMIE COUCH (registered nurse): Sales talks on radio programs never annoy me. I look forward to this part of the program. It may not be quite as diverting as the song of an opera star or the finale of a great band, but it is extremely useful. I am in the habit of depending on these talks before doing my shopping. The talks are well worth the time occupied on programs.

E. A. TRAEGER (model maker): I am never bored by sales talks on radio programs as long as they are confined to a reasonable amount of time. However, I know nothing more monotonous than to hear an announcer repeat over and over again statements designed to convince the listener that he must buy the product advertised. Commercialization is a necessary feature of radio, but it should be short.

MRS. D. M. MOORE (stenographer and clerk): While I have due respect for the financial sponsors of radio programs, I must admit radio sales talks frequently annoy me. I anticipate a change in this manner of advertising. The best example of the latest trend in modern radio sales talks I can think of is the Major Bowes program. I thoroughly enjoy this program, never dialing it off.

ROBERT CHALK (manager): Sales talks on radio programs annoy me terribly. It merely is a constant repetition of statements, which if you are a regular listener and of normal intelligence, you well know by rote. The only instances in which I can tolerate these sort of talks are on new merchandise just being put on the market. On standard merchandise this amounts only to interference.

MARY CLIFF FLEMISTER (bookkeeper): No, I am not annoyed by sales talk on radio programs. Not only is it interesting, but it serves as an excellent guide to shrewd buying. I always anticipate this part of the programs with interest, keen to learn of the latest bargains and newest products offered.

Sterling on 28 Stations

STERLING PRODUCTS Inc., N. Y. (Phillips Milk of Magnesia Face Cream) will soon begin a large campaign using transcriptions on 28 stations, with 15-minute daytime programs three times a week. Talent will consist of Beatrice DeSylvara who does a beauty talk entitled "How to be Charming." This program has been tested a year in Chicago and Pittsburgh. Starting date is to be Sept. 30 on WGAR, WLW, WHAS, WJR, KMOX, WDAF, WHO, WCCO, KFRC, KHJ, KOMO, and WENR. On Oct. 21, these stations will be added: WNAC, WOR, WCAU, WBAL, WJSV, WHAM and KDKA. On Nov. 4, the following Southern stations will be added: WBT, WSB, WJAX, WMC, WWL, KRPC, WOAI, WFAA and WKY. Blackett-Sample-Hummert Inc., New York, is the agency.

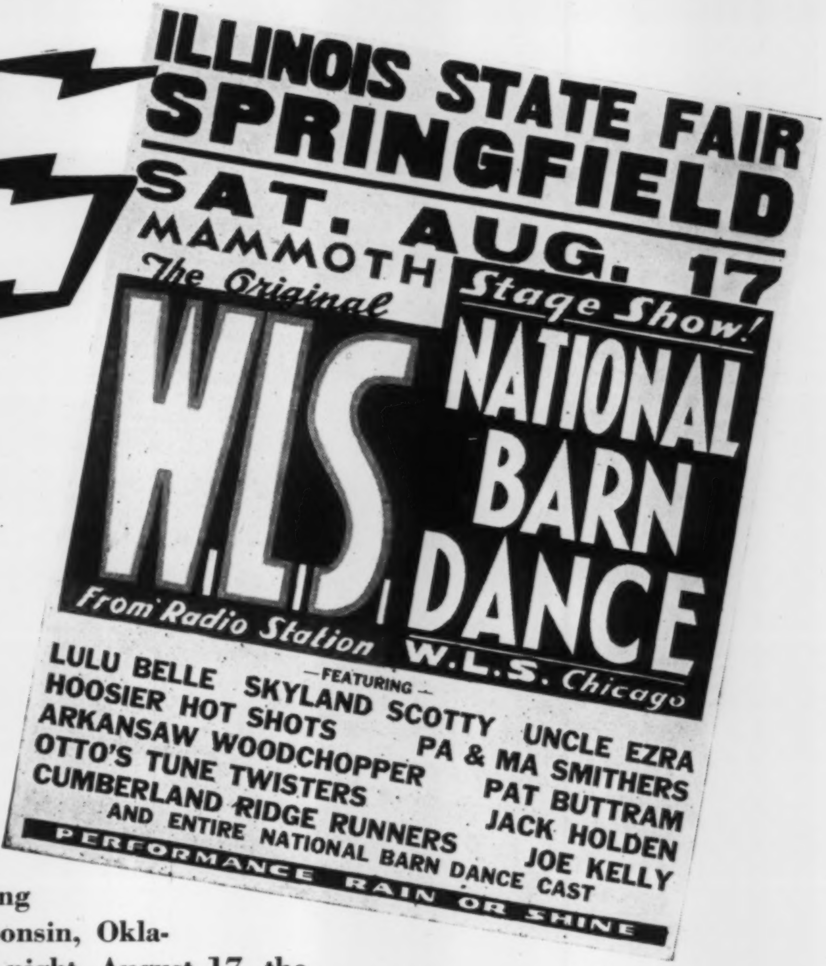
New Chicago Agency

A NEW advertising agency, The Burnett Co., has opened its doors at 360 N. Michigan Ave., Chicago, with Leo Burnett, former vice president in charge of creative work at the Chicago office of Erwin, Wasey & Co., who handled the Real Silk account, as its president and treasurer. Other members of the new organization are: John W. Jennings, vice president and art director; Jack O'Kieffe, idea and copy man; Joseph T. Ainley, radio director; John Olson, assistant art director; Margaret Stevens, copy writer; and John W. Riley, production man, all of whom occupied similar positions with Erwin, Wasey & Co.

Washing Machine Series

STARTING Aug. 18, the American Washing Machine Manufacturers Association, Chicago, will sponsor a series of 26 twice weekly 5-minute transcriptions produced by WBS over 28 or more stations. Listeners will be urged to visit their local dealers for demonstrations of all makes of washing machines, the advantages of modern machines, the easy payment plan and the Federal Housing Act financing being stressed. A booklet titled *Helpful Harry's Household Hints* will also be offered. Meldrum & Fewsmith Inc., Cleveland, is the agency.

WLS



ILLINOIS STATE FAIR

SPRINGFIELD

SAT. AUG. 17

MAMMOTH

The Original

WLS

Stage Show!

NATIONAL BARN DANCE

From Radio Station W.L.S. *Chicago*

—FEATURING—

LULU BELLE SKYLAND SCOTTY UNCLE EZRA

HOOSIER HOT SHOTS PA & MA SMITHERS

ARKANSAW WOODCHOPPER PAT BUTTRAM

OTTO'S TUNE TWISTERS JACK HOLDEN

CUMBERLAND RIDGE RUNNERS JOE KELLY

AND ENTIRE NATIONAL BARN DANCE CAST

PERFORMANCE RAIN OR SHINE

at the FAIRS

WLS acts, booked through our own Artists Bureau, will provide entertainment at some one hundred State, local and county fairs this season – including the State Fairs of Missouri, Wisconsin, Oklahoma and Illinois. On Saturday night, August 17, the WLS National Barn Dance will open the Illinois State Fair with this entire big Saturday night feature (5 hours) moved from the "Old Hayloft" in Chicago and broadcast in front of the grandstand on the State Fair Grounds.

The conclusion. **Simply that midwest fair managers have found (just as the Century of Progress World's Fair did in Chicago the past two years) that WLS entertainers provide the biggest single attraction–the most popular entertainment and draw the greatest audience – of any attraction they can book.**

It is this same group of artists – whose drawing power has been proved in theatres – and fairs – from New York to Texas, as well as on radio, who have made WLS programs outstanding in pulling power and sales results for advertisers – on the Saturday night National Barn Dance; the WLS Merry-Go-Round; the Morning Round Up; the afternoon Homemakers' Hour; the Morning Minstrels; Jolly Joe's children's programs and many others. Shows featuring many WLS stars with known sales-value are available for sponsorship. ***Write for details on how they can sell your product.***

WLS

50,000 WATTS

THE PRAIRIE FARMER STATION

1230 WASHINGTON BLVD. CHICAGO, ILLINOIS

BURRIDGE D. BUTLER, President GLENN SNYDER, Manager

NEW YORK OFFICE: Graham A. Robertson, 250 Park Ave.

NO OIL FOR THE LAMPS OF CHINA—

or for any other lamps, can be sold via WAVE. We hardly touch the far reaches and back stretches where kerosene is still king. We do cover a primary population of about a million souls, *419000 of whom live virtually within sight of our tower in downtown Louisville.* These people spend more money per capita than any other group in Kentucky. And they're listening to WAVE, the nearest, clearest N. B. C. station on the dial.

National Representatives:
FREE & SLEININGER, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Radio Is Effective As a Medium for Large-unit Articles

Dodge Dealers Learn the Value Of Selling Via the Air Waves

By C. ELLSWORTH WYLIE

General Sales Manager
Don Lee Broadcasting System

IN AN ERA when advertisers, sponsors and some members of the broadcasting industry itself are inclined to doubt the efficacy of radio as a means of selling large-unit articles, it is encouraging to note the rather exceptional success of an unique, though modest, program in this field of direct selling.

Manufacturers and distributors of automobiles and other large-unit articles concede the value of radio as a builder of good-will, but have, for the most part, denied or refused to recognize its ability to sell their products direct to the purchaser.

Here then is definite refutation of this erroneous but rather popular theory!

A Neat Profit

THE PROGRAM known as the *Dodge Secret Service Club,* a Dodge dealer cooperative feature, originating at KHJ, Los Angeles, and broadcast in two 15-minute spots per week over the Columbia-Don Lee network, cost the sponsor a total of $3,990 for 38 programs. Employing a novel merchandising plan, the program was directly responsible for the sale of $68,500 worth of Dodge motor cars at an estimated profit of $13,800, according to the advertising agency.

GOT A GOAT — C. Ellsworth (Dick) Wylie, general manager of the Don Lee System, has the head of this one hanging in his den. He shot the wild goat on Santa Catalina Island during a recent hunting trip. Wild goats abound there, legend having it that they were put there by the Spaniards around 1500 A.D. as a food supply.

Here are the details of the program which netted the sponsor a tidy profit of approximately 350%:

Directing its appeal to Young America, between the ages of 5 and 14, during which the normal boy envisages himself as a detective, policeman, fire-fighter or some other glamorous figure, the *Dodge Secret Service Club* set about enlisting its youthful listeners as "operators".

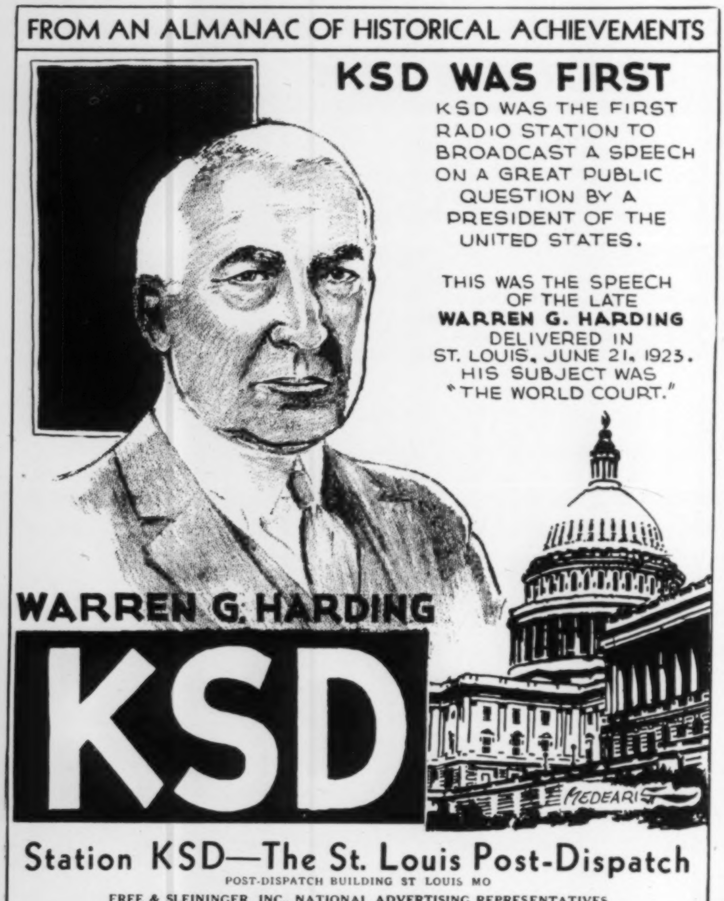
Every boy taking a list of five reasons "Why Dodge Automobiles Are the Best" to the Dodge dealer in his neighborhood, was presented with a brightly polished "Operator's Badge". The supply of 75,000 badges was exhausted at the end of the tenth program. Ultimately 200,000 eager young boys were to be similarly rewarded, comprising probably the largest juvenile audience ever accorded a daytime program on the Pacific Coast.

Can Radio Sell!

EACH lad persuading five other boys to visit his neighborhood Dodge dealer, turning in their lists of reasons, was presented with a "Lieutenant's Badge". A "Captain's Badge" was awarded him when he obtained an authorized agreement for a Dodge demonstration, and if the demonstration resulted in a sale, the boy in question became a "Deputy Inspector" with an attractive gold badge indicating his rank in the "Secret Service Club".

The success of this program definitely demonstrated the ability of radio in general, and the Don Lee Broadcasting System in particular, to sell large-unit articles direct to the consumer. The concrete results attained by the *Dodge Secret Service Club,* amazing to the hitherto "Doubting Thomases" are a vindication of the broadcaster . . . they completely justify him in contending that "Radio can sell almost ANYthing."

The program was placed by the Los Angeles office of Ruthrauff & Ryan Inc.; written by Dave Taylor, and produced in the studios of KHJ.



FROM AN ALMANAC OF HISTORICAL ACHIEVEMENTS

KSD WAS FIRST

KSD WAS THE FIRST RADIO STATION TO BROADCAST A SPEECH ON A GREAT PUBLIC QUESTION BY A PRESIDENT OF THE UNITED STATES.

THIS WAS THE SPEECH OF THE LATE WARREN G. HARDING DELIVERED IN ST. LOUIS, JUNE 21, 1923. HIS SUBJECT WAS "THE WORLD COURT."

WARREN G. HARDING

KSD

Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING ST LOUIS MO
FREE & SLEININGER, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT SAN FRANCISCO

Delivery of Discs Abroad Permitted

Sales to Australia Not Within Provisions of FCC Statute

SEEKING a ruling from the FCC as to whether its delivery of transcriptions to foreign countries, specifically to a broadcasting concern in Brisbane, Australia, contravened the "foreign studio" section of the Communications Act of 1934, Radio Recorders Inc., Hollywood, was informed by FCC counsel that the regulatory board had no jurisdiction over such sales. The application was accordingly dismissed.

FCC counsel, however, based their finding on the conclusion that the broadcasts of the company's transcriptions are not likely to be heard in the United States. Informally an attorney of the FCC expressed the belief that Section 325a of the communications act might apply to American transcription companies if their products were heard in this country, but no case testing this section has yet arisen.

Purpose of Law

THE SECTION of the law was written to forestall broadcasts from Mexico and nearby countries via wire relays to broadcasting stations situated across the border. It was written in its present form to circumscribe such radio activities as those of Dr. John R. Brinkley, who relayed his programs by wires to a powerful Mexican station from studios in Kansas and elsewhere after the old Radio Commission had silenced his Kansas station.

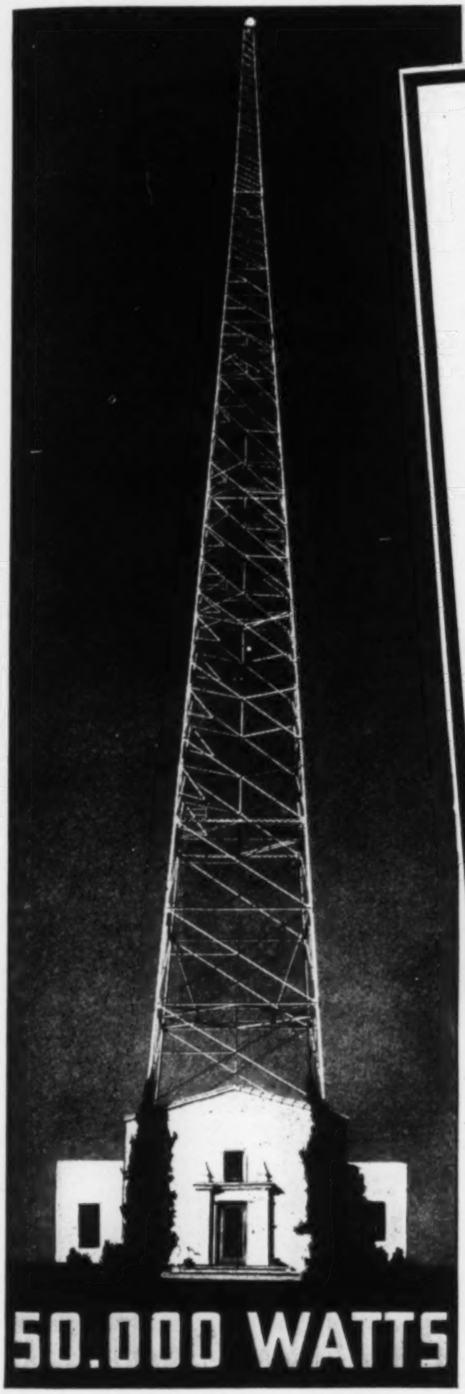
Whether it can be construed to apply to the sale of transcriptions and recordings to Mexican stations and others nearby that can be heard in this country, remains to be tested. It is well known that various U. S. transcription firms sell their products to nearby foreign stations. Section 325a of the act reads:

> No person shall be permitted to locate, use, or maintain a radio broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there having a power output of sufficient intensity and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application therefor.

Air Line Testing

TESTING radio as a means of building up its west-to-east traffic, Transcontinental & Western Inc., known as the Lindbergh Line, has placed a series of three 5-minute WBS transcriptions on KNX and KHJ, Hollywood, through Campbell-Ewald Co., New York. Fletcher Richards is handling the account for the agency.

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD
RADIO ADVERTISING CO.
Hollywood, Calif.



KNX's Audience Responsiveness

"Pays Off" in Lower Advertising Costs For These National Advertisers

Analysis of "Keyed Copy" results have consistently proved KNX to be the lowest cost producer in the Western market. To approach the Responsiveness of a KNX audience it is necessary to use a Pacific Coast Network or a *score* of "local" stations—at several times the cost of KNX alone. That is why advertisers who want to make "dimes" do what others spend dollars for—buy KNX.

Details of actual results accomplished — positive proof of KNX results—will be gladly supplied upon request—or write any of the firms listed below.

OVALTINE	"Little Orphan Annie"	Blackett-Sample & Hummert, Inc.
LIBBY, McNEILL & LIBBY	"Og—Son of Fire"	J. Walter Thompson
WHEATIES	"Jack Armstrong"	Westco Advertising Agency
HORLICK'S MALTED MILK	"Lum and Abner"	Lord & Thomas
RICHFIELD OIL COMPANY	"Jimmie Allen"	H. C. Bernsten & Co.
FELS NAPTHA SOAP	"Hometown Sketches"	Young & Rubicam
ALKA SELTZER	"Newspaper of the Air"	Walter Biddick Co.
CHEVROLET MOTOR CO.	"Musical Moments"	Campbell-Ewald
SUNSWEET PRUNE JUICE	"Fletcher Wiley"	Long Advertising Service
MONARCH FOOD PRODUCTS	"Day Time Signals"	Roy Alden & Associates
	And Others	

KNX

Represented Nationally
by
JOHN BLAIR & CO.
NEW YORK — CHICAGO
DETROIT — SAN FRANCISCO

GOIN' FISHIN'?

Some folks say that there's nothing to fishing but luck. We've got an idea that knowing what streams to fish, and the kind of bait to use, will have a lot to do with the size of the string you bring home.

Spot Broadcasting is something like that. Pick a likely market, use a good program on a good station and you'll get results.

And that's not luck — that's just good judgment, based on facts. And advertisers who know their facts are the largest users of time on these radio stations.

It is more than just coincidence, or luck, that these advertisers — using these stations — are the most successful Spot Broadcasters.

WSB	Atlanta	**NBC**
WFBR	Baltimore	**NBC**
WAAB **WNAC**	Boston	**CBS**
WICC	Bridgeport New Haven	**CBS**
WBEN	Buffalo	**NBC**
WGAR	Cleveland	**NBC**
WFAA	Dallas	**NBC**
WBAP	Fort Worth	**NBC**
KLZ	Denver	**CBS**
WJR	Detroit	**NBC**
KPRC	Houston	**NBC**
WFBM	Indianapolis	**CBS**
WDAF	Kansas City	**NBC**
KFI **KECA**	Los Angeles	**NBC**
WHAS	Louisville	**CBS**
WLLH	Lowell	**YN**
WTMJ	Milwaukee	**NBC**
WSM	Nashville	**NBC**
WSMB	New Orleans	**NBC**
WTAR	Norfolk	**NBC**
WFIL	Philadelphia	**NBC**
KGW **KEX**	Portland	**NBC**
WEAN	Providence	**CBS**
KSL	Salt Lake City	**CBS**
WOAI	San Antonio	**NBC**
KOMO **KJR**	Seattle	**NBC**
KHQ **KGA**	Spokane	**NBC**
WMAS	Springfield	**CBS**
KVOO	Tulsa	**NBC**
KFH	Wichita	**CBS**

Also
The Yankee Network
The Texas Quality Network
The Northwest Triangle

Represented throughout the United States by

EDWARD PETRY & COMPANY
INCORPORATED

NEW YORK DETROIT
CHICAGO SAN FRANCISCO

Agency Shifts Its Series

THE RADIO SERIES sponsored by Henri, Hurst & McDonald Inc., Chicago advertising agency, in an effort to find out the interests and desires of the listening audience, has been moved from WGN to WBBM, where it is broadcast from 6:45 to 7 p. m. each Sunday. The form of the program has also been changed to include a brief talk on popular financial subjects by William L. Ayers, financial editor of the *Chicago Journal of Commerce*, as well as the songs and poems of Joe Du Mond, lyric baritone who is also a radio executive of the agency.

DEDICATION of new NBC studios in Hollywood, scheduled for Oct. 1, probably will take place about Nov. 1.

FOR KANSAS CITY COVERAGE
WREN
"A Bird in the Hand"

QUITS THROTTLE
Engineer Heard on WSM Rail Salute Is Pensioned

FOR two years Tom Burns, veteran engineer of the Pan-American, crack Louisville & Nashville train, has been broadcasting—but in all that time he has never spoken a word on the air. Instead he has blown the whistle that salutes the audience of WSM, Nashville, as the train rushes by an open microphone near the transmitter.

Now Burns is going to abandon his radio career, having rounded out 55 years of railway service. Instead he will listen to the whistle.

The first Pan-American broadcast was undertaken as a "stunt" but WSM and the L. & N. soon found that it had entertainment and promotion value. A WSM engineer checks the microphone each afternoon, calls the railway from the scene to check on the train's time, waits until he sees the train nosing into sight a mile down the tracks, and then calls WSM. Two signal posts tell the engineer when to pull the whistle cord.

Soviet Trade Unit Goes on Inter-City

Torgsin Expands Radio Setup After Tests Made on WMCA

DESPITE refusal by CBS to accept business from Torgsin (Soviet trading organization) for wholly-owned stations, because of fear that propaganda charges might be brought by various anti-Russian elements in the United States, WMCA and other members of the Inter-City Group are going ahead with plans to air the Russian program.

It is emphasized that during its nine-weeks experimental series on WMCA, Torgsin used a musical program exclusively, made no reference to forms of government in its commercials, and did not even suggest that the Soviet Union is a good place for tourists. On the contrary, it confined itself strictly to the business of boosting the sale of trading books for use in Russia. These books are for sale in the United States at places designated by Torgsin; coupons from them can be used to purchase goods at government stores in Russia. The idea is for Americans with Russian friends or relatives to buy the books and send them as presents to people in Russia.

Profit in Exchange

THE ADVANTAGE of this system to the Soviet government lies in the fact that it thus receives payment in foreign exchange (valuta) for goods purchased domestically. On the face of it, radio would seem to be an expensive method of promotion in proportion to the volume of foreign exchange acquired, especially considering the fact that the Soviet is working on a margin —the difference between the exchange acquired this way, and the amount they would get if the goods were sold in world markets directly for cash.

However, the WMCA preliminary campaign must have proved itself for contracts are now either being prepared, or have already been signed, for a series to begin in the middle of September on WMCA, WMEX, Boston, and WIP, Philadelphia, among others of the Inter-City group. Instead of the transcriptions formerly used, the new program will be a live network show, and will again consist of Russian music.

M. Keilson Co., New York, is the agency, and is preparing 15-minute programs to be presented Sunday evenings.

CBS, in rejecting the business, made no suggestion that propaganda material occurred in the scripts offered, or that they anticipated such material would be worked in later. It was felt, however, that isolationists and red-baiters would probably unite in an attack on such a series, sponsored by an organization which is wholly controlled by the Soviet Government.

CBS probably had in mind also the fate that befell NBC when a travel series of musicales sponsored by the Mexican government drew down the ire of Catholics. The immediate cause of this rumpus was the inclusion of a ribald song, sung in Spanish, the words of which had not been understood by anybody in NBC's supervisory departments. The incident was enlarged, however, and became the basis for a general attack by Catholic publications and members of the Catholic hierarchy upon NBC for accepting business from a government which at that time was pursuing a vigorous anti-religious policy.

Local Advertisers
Use WHIO To Sell
The Miami Valley

A partial list of local advertisers using the facilities of WHIO to reach a potential consumer audience of 474,250 families* is reproduced here. Some of these firms are nationally known — all of them are "big business" in Dayton.

Advance Laundry Co.
Continental Finance Co.
Cincinnati & Lake Erie Railroad
Citizen's Federal Savings & Loan
Dayton Bread Co.
Dayton Camera Shop
Dayton Dry Goods Co. (Dept. Store)
Dayton Power & Light Co.
Diers-Cutler (Insurance)
Elder & Johnston Co. (Dept. Store)
Forney Stores (Farm supplies)
Gallaher Drug Stores
Gas Refrigerator Sales
Home Store (Dept. Store)
Lowe Bros. Paint Co.
Metropolitan Co. (largest men's store)
Rike-Kumler (Dept. Store)
Rogers & Co. (Jewelry Store)
Spoerlein Beauty Studios
Thiele Motors
Thal's Fashion (Women's Specialty)
Rudolph Wurlitzer Co.

*Radio Families in the primary zone of WHIO

WHIO IS DAYTON'S
ONLY FULL-TIME STATION

Programs—Power—Publicity—are making WHIO the new radio favorite in Ohio!

MIAMI VALLEY BROADCASTING CORP.
39 South Ludlow Street, Dayton, Ohio

30 MINUTES ON
KFRO
Voice of Longview

Pulled 1200 Replies
For
LeSage Chevrolet
Longview, Texas
Let us Produce for You
KFRO
"Voice of Longview"
Longview, Texas

Open for SPONSORSHIP on WSM

Beginning September 21

Exclusive Broadcasts of VANDERBILT FOOTBALL GAMES

Preferred Spots by any Standard

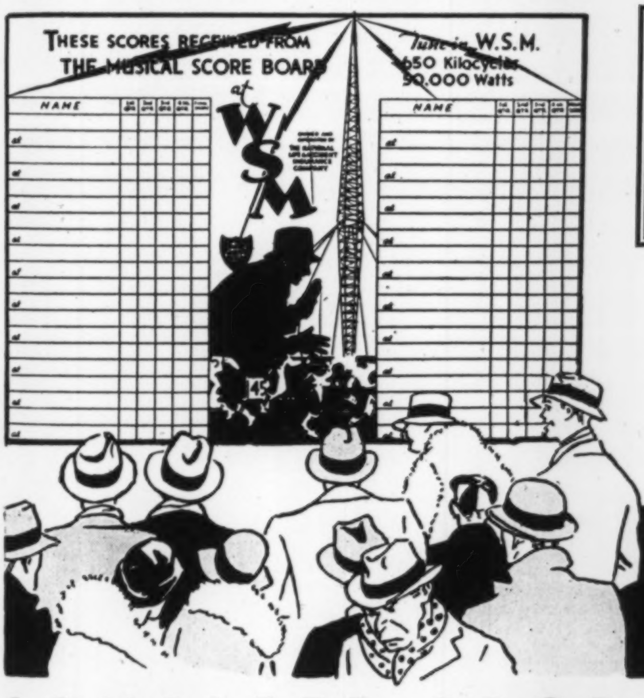
Broadcasts of games include entire schedule. Vanderbilt in limelight throughout nation due to fact that new Head Coach Ray Morrison (from S. M. U.) brings thrilling new aerial technique to Southern Conference. Four important out-of-town games. Excellent merchandising opportunities through schools, alumni associations, etc., to be had through WSM.

VANDERBILT FOOTBALL SCHEDULE, 1935

DATE	OPPONENT	PLACE
Sept. 21	Union University	Nashville
Sept. 28	Mississippi State	Nashville
Oct. 5	Cumberland University	Nashville
Oct. 11 (Fri. night)	Temple University	Philadelphia
Oct. 19	Fordham	New York
Oct. 26	Louisiana State University	Nashville
Nov. 2	Georgia Tech	Atlanta
Nov. 9	Sewanee	Nashville
Nov. 16	Tennessee	Knoxville
Nov. 28	Alabama	Nashville

Beginning Sept. 28

THE WSM MUSICAL SCORE BOARD


These scores received from the Musical Score Board at WSM
Tune in W.S.M. 650 Kilocycles 50,000 Watts
NAME
NAME
WSM

Musical Score Board consists of a 30-minute musical drama giving complete results of major college football games. Broadcast each Saturday at six P. M., not only into the homes of thousands of listeners but *also to your dealers who, throughout WSM's tremendous primary and secondary areas, are supplied with score boards posted in their stores on which they post the results of your program.*

Tested by WSM last year, the Musical Score Board proved one of our best spots—has almost unlimited merchandising possibilities for advertisers with or wishing to obtain wide retail distribution. Simple, reasonable in cost, ripe for sponsorship.

ADS BUT SCRATCH THE SURFACE.
WRITE US FOR FULL DETAILS!

WSM 50,000 WATTS

COMPLETE PRODUCTION FACILITIES

EDWARD PETRY & CO., INC., *National Representatives*

OWNED AND OPERATED BY
THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC., NASHVILLE, TENNESSEE

Bank to Use Radio

RADIO broadcasting will play an important part in an exploitation campaign in the metropolitan area launched by Publicity Associates, Empire State Bldg., New York, for the National Safety Bank & Trust Company of New York, located at 1384 Broadway. Publicity Associates has been appointed as public relations counsel for the bank, and will publicize the institution as a whole, and especially its "CheckMaster Plan" recently inaugurated which permits checking accounts to be carried without minimum balances. Josef Israels II. and J. Fred Coll are the principals of Publicity Associates.

Mr. Hart Johnston,
The Wander Company,
Chicago, Ill.

Dear Mr. Johnston:

Does WANDER need WSOC? Ask your dealers! Ask Jello, Firestone, Sinclair, Texaco, Super Suds, Maxwell House and others equally famous. WSOC isn't "just average." It's a good station in a good town . . . A NATURAL! Charlotte's per capita buying power is $575.00. Compare with any American city! Ask NBC to add WSOC . . . the station that helps keep American business sold on RADIO!

We're ready to plug you in! STANDING BY!

WSOC
Charlotte, N. C.

Ideas on Merchandising

Bourjois Dealer Helps—Selling Miracle Whip—Shifting a Program—Free Movies—At the Air Races

IN CONJUNCTION with the new series of radio programs to begin shortly for the Evening in Paris line of products, the sponsor, Bourjois Inc., New York, plans to help the dealer is: Window displays and spotlight advertisements in newspapers. The window displays will be same throughout the country, but in the territory where the radio program is audible another item which promotes the radio program will be added. This display is designed to be used with or without the radio tie-up. Spotlight advertisements will be used once a week for the first 4 weeks in about 50 cities. No prize contests or free offers will be used for the time being.

* * *

THE Kraft-Phenix Cheese Corp., has announced that during the two years that Miracle Whip has been on the market it now accounts for nearly one half the total salad dressing business done in the United States. This product has been advertised on the Paul Whiteman hour ever since its introduction to the public.

* * *

PEPSODENT Co., has just recently begun to use their famous radio characters, Amos 'n' Andy, in comic strip advertisements. These comic strips are appearing in a few selected cities. Bill Hay, the announcer, is also being personified. In the initial ad the public is asked to vote whether they wish Amos 'n' Andy to be used in this way or not. A short time ago a feminine character was introduced in an Amos 'n' Andy script for the first time and the Pepsodent Co., asked the radio audience the same question they are applying now. The result of the former quiz was never announced, but the actress has not appeared since.

* * *

THE *American Druggist* for July has a feature article devoted to radio prize contests. A most apt suggestion is passed along to the drug trade; that is, that all druggists should place products being promoted by contests on a special table. In this way his customers could obtain all the information necessary for entering a contest by visiting this particular table. It also mentions that in the writers opinion a good many druggists are totally ignorant of the current contests being promoted by drug firms. That to cater to the "contest addict" will increase sales, is another hint passed along to the trade.

* * *

TO ANNOUNCE the change in time of the *Palmolive Beauty Box Theatre* to the public, the sponsor is using spotlight advertisements in 196 newspapers. These papers are located in 142 cities from coast to coast. There will be six insertions of this ad over a period of four weeks. A total of 1,000 lines will be used. In trade publications full page ads are being used to advise the trade of this change. This is the largest spotlight campaign to be used by a radio sponsor in recent months.

* * *

EVERY Saturday morning 1600 children attend a free show at Paramount Theatre, Ashland, Ky., as guests of the Ashland Sanitary Milk Co.'s *Radio Health Club*, broadcast over WCMI, Ashland. All children on the program get a theater pass, bottle of chocolate milk or orange juice, and a birthday card which is redeemed at the sponsor's plant for a silver butter knife given the child's mother.

* * *

IN DRUG trade publications the Sterling Products Inc., reminds retailers of the *Abe Lyman* broadcast promoting Phillips Milk of Magnesia. The copy advises the druggist to tie in with this radio advertising and enlarge his sales of this product.

Bristol-Myers Co., is also using a similar campaign in the same publications. This copy suggests that they tie in with the *Town Hall* broadcast and use the merchandising kit the advertiser has prepared for him. The ad states that a retail druggist in Miami increased the sale of Ipana and Sal Hepatica in his store 146% by using the merchandising display and tying in with the radio program.

* * *

A CROWD of more than 35,000 turned out for the Jimmy Allen Air Races, held at the Curtiss-Reynolds Airport near Chicago July 21 under the auspices of the Skelly Oil Co., Kansas City (gas and oil), sponsor of the *Jimmy Allen* radio programs broadcast in Chicago over WBBM. In addition to the races of model airplanes made by young members of the Jimmy Allen Flying Club, the crowd was entertained by an acrobatic glider exhibition and a delayed parachute jump. The event was publicized entirely through the broadcasts.

* * *

BALBOA BREWING Co., Los Angeles, admits visitors to its variety show on KFWB, Hollywood, for 24 bottle caps from Balboa beer. Patrons merely drop their caps in a barrel at the gate. Free beer is served at the Balboa Playroom, on the brewery's grounds, and after the program the dance pavilion is turned over to the audience. The sponsor built eight one-minute transcriptions in July, each in a different language. They were placed on KFI, Los Angeles; KGER, Long Beach; XEBC, Agua Caliente, in a test campaign and rotated three times on each station.

* * *

AFTER selling a program featuring Janet Lane, style authority of WFIL, Philadelphia, to Bonwit-Teller store, the station installed a public address system in the store to relay the program when it is on the air. The equipment, installed by Frank V. Becker, WFIL chief engineer, was supplied by the station without cost. The store believes patrons will talk about the show while the station is content to acquaint more listeners with its call letters.

* * *

WDAY, Fargo, N. D., invited store managers and clerks to a rehearsal and sales meeting for the Independent Grocers Alliance Distributing Co. programs for Carol salad station, three five-minute periods daily. The IGA visitors were given a short talk on the importance of tieing in their sales efforts with the radio promotion.

* * *

PROCTER & GAMBLE Co., Cincinnati (Camay soap) is using store displays, basket cards, window posters and newspapers to supplement radio advertising of a contest in which three life-time annuities of $1,000, $500 and $100 each will be given for winning slogans. In addition to the grand prizes there are 1210 lump sum awards.

* * *

WNEW, New York, and Warner's Strand theatre have an exclusive tie-up for the airing of moving picture trailers, 15-minute dramatizations of current productions written by Charles Windsor, writer-actor-director formerly with Noel Coward and author of radio shows.

* * *

CENTURY BREWING Co., Seattle, sponsored an "Old Heidelberg" night at its plant in July which was broadcast from KOMO to a hookup of KOL, KVI and KHQ.

Beginning September 29th

WXYZ

KEY STATION MICHIGAN RADIO NETWORK

Detroit's Outlet For

NBC

BLUE NETWORK PROGRAMS

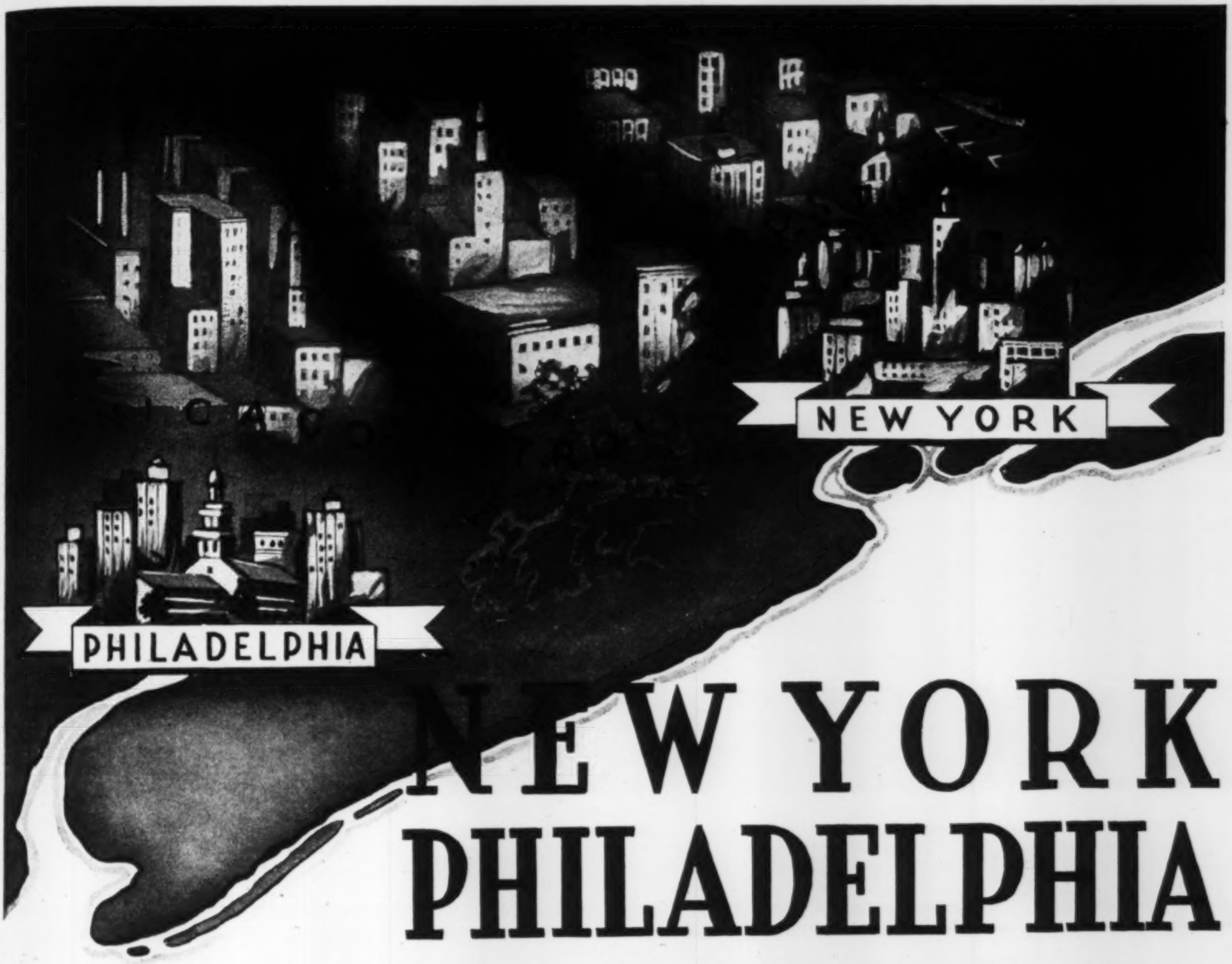
This affiliation strengthens WXYZ's well established importance to advertisers seeking *Sales Action* in Greater Detroit's rich, responsive, cosmopolitan market.

KUNSKY-TRENDLE
BROADCASTING CORPORATION
(Owners and Operators of Station WXYZ)
DETROIT, MICHIGAN
WM. G. RAMBEAU CO., *Representatives*
HOME OFFICES: TRIBUNE TOWER, CHICAGO, ILLINOIS

EASTERN OFFICE:
507 Chanin Building,
122 E. 42nd St.,
Earle Bachman, Manager

WESTERN OFFICE:
Russ Building,
San Francisco, Cal.
Douglas A. Nowell, Manager.

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
1038 Exchange Bldg., Seattle, Washington
619 Charles Bldg., Denver



NEW YORK PHILADELPHIA

PLUS THE EQUIVALENT OF • •

CHICAGO
DETROIT
BOSTON

THE way Washington folks have been tossing big figures around we're afraid a mere 7 digits no longer impress.

So, instead of telling you that there are 3,437,573 Radio Homes in the WMCA-WIP area—let's put it this way . . . There are more radio homes in the combined areas of WMCA (New York) and WIP (Philadelphia) than in America's 1st, 2nd, 3rd, 4th and 9th *cities put together!* Moreover, these radio homes are in a compact, easily-contacted area—the highest per capita retail sales territory in America!

Through an Inter-City Presentation you can reach these vast markets at lowest potential listener cost! There's no charge for line connections.

"New York's Own Station"
WMCA
WIP
"Philadelphia's Pioneer Voice"

KNICKERBOCKER BROADCASTING COMPANY
WMCA Building • 1697 Broadway • New York

PENNSYLVANIA BROADCASTING COMPANY
35 South Ninth Street • Philadelphia

Burke Joins F. & S.

Mr. Burke

CHARLES G. BURKE, commercial manager of W9XBY, Kansas City, has resigned to join the Chicago staff of Free & Sleininger Inc., station representatives, effective Aug. 15. After graduating from the University of North Dakota, Burke spent several years in newspaper work, during which he served as city editor of the *Bismarck* (N. D.) *Tribune*, city editor, *Valley City* (N. D.) *Times Record*, managing editor, *Williston* (N. D.) *Tribune*, and city editor, *Fargo Forum*. In 1929 Burke entered the broadcasting field as commercial manager of WDAY, Fargo, where he remained until this spring when he left to join W9XBY. For several years he has been a member of the NAB commercial committee. Manny Marget, manager of KGFK, Moorhead, Minn., succeeds Burke as manager of W9XBY.

For Less than Billboard showing you can have a 15 minute daily program on

KGVO

$65.00 per month daytime

MISSOULA MONTANA

Western Montana Knows no Depression.

TEST SERIES BEGUN BY AUTO INSURER

"DRIVE safely; obey traffic laws, and protect yourself against careless drivers with good insurance" is the keynote of the radio campaign launched in August by the Lumberman's Mutual Casualty Co., a division of the James S. Kemper Insurance Co., Chicago, over WBBM, Chicago.

The radio series, broadcast for a quarter-hour each Thursday evening, is a dramatization of the life of Mary McCormick, opera star who sings several songs on each program, as well as reenacts the principal events of her tempestuous life. In addition on each broadcast Miss McCormick makes a personal plea to motorists to drive safely.

Following a test in Chicago it is planned to place the program over the Columbia network for a nationwide safety campaign, with Miss McCormick touring the country singing and speaking for the cause of careful driving in every major city. The program plan was conceived by Henry Klein, radio director of Charles Daniel Frey Co., Chicago, agency placing the campaign, which has copyrighted the idea. The programs are written by Fritz Blocki, author and dramatist.

JACK BENNY will resume his Jello broadcasts Sept. 8, replacing the present Certo program.

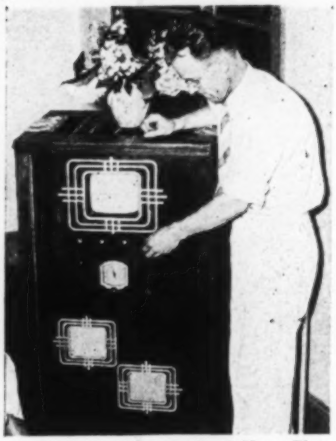
LET'S SETTLE THE DUST!

EXAGGERATED CLAIMS !
GREATEST CIRCULATION !
BIGGEST DAYTIME AUDIENCE !
SUPREMACY !

Consider Our Fair Invitation

● **KMBC** offers to pay for your listener study if **KMBC** does not have the largest audience in this market on peroids recommended by it on a program proposal.

KMBC
KANSAS CITY
FREE AND SLEININGER, INC., NATIONAL REPRESENTATIVES



International News Photo

TELEVISOR — Philo T. Farnsworth, technical head of Television Industries Inc., discloses television receiver his company hopes to market when transmission is ready. He demonstrated his 240-line cathode-ray television before newspaperman and others at Philadelphia July 30. Photo shows 8½ x 7 inch screen with two outlets below for sounds.

CBS Fixes WWL Rate

WHEN WWL, New Orleans, joins the CBS network Nov. 1, its contract rate for evening hours on network hookups will be $250, or $150 per half hour and $100 per quarter hour, CBS announces. Day rates, as in the case of all other stations, will be half these sums. Accounts signing before Aug. 10 for networks embracing WWL will be billed at the $225 rate. WWL, operated by Loyola University with 10,000 watts on 850 kc., will replace WDSU, the present CBS outlet in New Orleans.

Utility Using Spots

SOUTHERN CALIFORNIA EDISON Co., Los Angeles, on Aug. 1 started a 60-day series of daily spots on KMJ, Fresno; KDB, Santa Barbara; KERN, Bakersfield; KFXM, San Bernardino; KREG, Santa Ana; KFVD, Culver City and KNX, Hollywood. Mayers Co., Los Angeles agency, handles the account. The minute spots have been transcribed at Recordings Inc., and are institutional in character. They advise listeners to go to their nearest neighborhood dealer for an electric range.

COMPLETE

UNITED·PRESS

NEWS COVERAGE

Twin Cities Groups Seeking Facilities

Group of 100-watt Stations in Middle West Is Planned

CLOSE on the heels of FCC Examiner Walker's recommendation for a power increase to 25,000 watts full time for KSTP, St. Paul, applications filed with the FCC revealed an effort by Twin City interests to develop a group of new 100-watt stations in Middle Western states with the apparent purpose of linking them into a network. The Walker report proposed KSTP add night hours with the higher power it now uses days with the proviso that such operation on 1460 kc. does not interfere with WJSV, Washington, which also operates on that frequency.

Emmons L. Abeles, Minneapolis attorney in the McKnight Bldg., is disclosed as applicant not only for a new 250-watt station on 630 kc. in St. Paul but for eight other stations, all 100 watters. The stations would be located in Mankato and Winona, in Minnesota; Wausau and Appleton, in Wisconsin; Clinton and Burlington, in Iowa; Hastings and Grand Island, in Nebraska.

The St. Paul application is in the name of the WISE Broadcasting Co., which claims assets of $40,000 and no liabilities, and asks for authority to move KGDE, Fergus Falls, Minn., into St. Paul. It states also that it is contemplated receiving programs from a chain. The other applications are all in the names of local companies (viz., Mankato Broadcasting Co. etc.) and they are filed with Mr. Abeles and Robert J. Dean as a co-partnership. Assets in the cases of each of the stations proposed other than the one in St. Paul are given as $12,000.

Mr. Dean is a co-stockholder in three 100-watt stations in South Dakota, namely, KABR, Aberdeen; KWTN, Watertown, and KGDY, Huron.

Another for St. Paul

HOLDING that there is "obvious need" for a purely local station in the Minneapolis-St. Paul area, Examiner Melvin H. Dalberg recommended to the FCC Broadcast Division July 19 that it grant the application of Edward Hoffman, retail furniture dealer of St. Paul and Fargo, for a new full-time 100-watt outlet in St. Paul on 1370 kc. At the same time he urged denial of counter-applications for the same new facilities made at the hearing in Washington last May by the operators of KSTP, WDGY and the Radio Chapel of the Air.

Dalberg held that KSTP and WDGY would merely operate such a station as an adjunct of their present outlets, and he found the other applicant, a minister proposing a station specializing in religion, of doubtful financial responsibility because of the need to solicit donations over the air or otherwise.

WFIL adelphia

Only Philadelphia outlet for N. B. C. Basic Blue Network

560 Kilocycles 1000 Watts

HEARST RADIO

ANNOUNCES

ITS OWN NATIONAL SALES DEPARTMENT

TO REPRESENT

HEARST RADIO STATIONS

* * *

PITTSBURGH	**WCAE**	**BALTIMORE**	**WBAL**
NEW YORK	**WINS**	**MILWAUKEE**	**WISN**
SAN FRANCISCO	**KYA**	**LOS ANGELES**	**KEHE**

* * *

HEARST MAGAZINE BUILDING
959 EIGHTH AVENUE
NEW YORK
COLUMBUS 5-7300

HEARST BUILDING
MARKET AT THIRD
SAN FRANCISCO, CAL.
DOUGLAS 2536

HEARST BUILDING
326 WEST MADISON ST.
CHICAGO, ILL.
CENTRAL 6124

OCTOBER 1st, 1935

Some Recent Network Premium Offers . . .

PRIZE contest and premium offers continue to maintain their vogue in network radio, with most 1934 sponsors who are still on the air and who gave premiums to listeners doing so again this year. CBS reports that more than 50 of its sponsors during the first quarter of this year offered a wide variety of prizes, samples and premiums as follows:

Acme White Lead & Color Works—Information on painting, decorating, color schemes, etc., sent free on request. Names of dealers not handling its Lin-X solicited.

Brillo Mfg. Co.—Trial package of Brillo free on request; also "Brillo Game of Life" (fortune telling by cards) free on request.

Carborundum Co.—Pocket-size sharpening stone offered; also coupon for 10-cent reduction on household knife sharpener.

Corn Products Refining Co. — Purse-size $1 bottle of Mary Garden perfume for Kre-Mel box top or label from Karo can plus 10 cents; also Coryell lipstick in desired shade for same; also awarded five $300 custom-made fur coats for best 100-word letters on "How I Use Linit".

Crystal Corp.—Make-up kit for 10 cents and statement of complexion type; "surprise" product for 10 cents; 190 cash prizes ranging from $150 to $1 for 100-word letter on "What I think of Outdoor Girl face powder" accompanied to top of face powder box.

R. B. Davis Co.—Photo of Buck Rogers and Wilma Deering for strip of Cocomalt tin.

Delaware, Lackawanna & Western Coal Co.—Booklet on home heating, with chart, and photograph of "The Shadow" free on request.

Delco Appliance Corp. — "Fascinating Facts" booklet free on request; $25 prize for each "fascinating fact" accepted, giving source of fact and whether writer rents or owns home.

Ex-Lax Mfg. Co.—$100 prize for jingles.

Fels & Co.—Sports handkerchief for 5 Fels-Naptha soap wrappers.

Ford Motor Co.—Copy of talk by W. J. Cameron free on request.

Frigidaire Corp.—$3100 in cash prizes and 100 Frigidaires for 100-word sentence with words whose initials spell "frigidaire"; entry blanks at dealers free on request.

General Foods Corp.—Etching of Admiral Byrd, South Pole Radio News, for a Grape Nuts package top; etching of Admiral Byrd, no requirement, but if pleased send Grape Nuts box top.

General Household Utilities Co.—Book of poems and 20 recipes free on request.

General Mills Inc.—Packet of stamps, book on stamp collecting, reproduction of 1847 Mauritius stamp for sales slip Wheaties package and 5 cents; rare Guatemalan stamps for Wheaties sales slip and 5 cents.

Gold Dust Corp.—Pair silk hose, dish towel; 20 Silver Dust box tops for hose, 4 for towel.

Grove Laboratories Inc. — Trial bottle Emulsified Nose Drops free on request.

Gulf Refining Co.—Copy of bridge lesson free on request.

S. Gumpert Co.—Dessert glass, silver-plated holder free if letter postmarked before midnight of day following broadcast, for 2 Butterscotch Dessert box tops.

Health Products Corp.—Gold medal and professional engagement for amateur contest; sample of Feen-A-Mint for each person sending vote; $200 in prizes for commercial announcements and 25-cent Feen-A-Mint box top.

Hecker H-O Co.—List of gifts exchageable for box tops of Hecker products; photo of cast for box top from H-O Oats, Force, Farino or Presto Cake Flour; map of Bobby Benson's African trip for 2 box tops from Force or H-O Oats.

Edna Wallace Hopper Inc.—Trial tube White Youth Pack free on request.

Hudson Motor Car Co.—Information at showrooms on auditions.

Illinois Meat Co.—Photos of star interviewed on program free on request; 5 gift kits of client's products given away every ray for label from Broadcast Corned Beef Hash can.

Kolynos Sales Co. Inc.—$100 each broadcast for most interesting personality expressed in own handwriting; carton from large-size Kolynos tube required.

Lehn & Fink—Tussy lipstick for front of Hinds carton and 10 cents; $9,550 in prizes ranging from $2,500 to $1 for 50-word letter on "Why I use and like Hind's Honey & Almond Cream" and front of Hind's carton; membership button magic club and book on magic with special trick for first 150,000 members, for new Pebeco toothpaste carton.

Libby, McNeil & Libby—Free gift book, statue of Og for milk can labels; statue of Nada for 3 milk can labels; gift book, statues of Nada and Og for 3 labels each statue.

MacFadden Publications Inc.—Two Philco radios for verdicts re program case.

Mohawk Carpet Mills Inc. — $6,110 in prizes from $250 to $20 for rug-naming contest; entrants sent name, address, number of rug and chosen name, name of store where rug was seen, name of salesman.

Benjamin Moore & Co.—Decorating advice, membership in Trianble Club free on request.

C. F. Mueller Co.—Cook book for wrappers from Mueller product; perfume for 3 wrappers from noodles; spaghetti recipes solicited; recipe book for macaroni wrapper.

Norsec Co.—Questions on radio answered by mail; tube toothpaste for names of druggists not stocking Norsec; photo Wallace Butterworth free on request.

Oakite Products Inc. — Silver cleaning plate free on request; favorite songs solicited.

Pet Milk Sales Corp.—Candy recipe book free on request; baby's book free on request; "From Soup to Dessert" free on request; "Recipes and Menus for Two or Four or Six" free on request; recipe guide with 1935 calendar and can opener free on request; other recipe books free on request.

Phillips Packing Co. Inc.—Favorite songs solicited.

Pillsbury Flour Mills Co.—Membership in Cookery Club with monthly bulletins for trademark from folder in flour bag; cake breaker for label from sifter in Sno Sheen Cake Flour plus 25 cents; magic tricks for "self-rising" label from large sack or 2 labels from small pancake or buckwheat flour; prizes ranging from $3,000 to $5 for 20-word letter re Pillsbury Best Flour based on words in statement obtainable from grocery or in magazine advertisement; recipe book for coupon from flour bag plus $1.

Pinaud Inc.—Gift box Pinaud products, dancing lesson, free on request; letters solicited re program; gift tube eyelash beautifier, dancing lesson for statement re program; gift tube eyelash beautifier free on request; sample bottle Lilac de France free on request.

J. L. Prescott Co.—Favorite songs and opinion of Oxol solicited.

Roquefort Ass'n—Recipes free on request; program comment solicited.

Selby Shoe Co. — $10,000 grand prize, complete shoe wardrobes for weekly prizes, entrants to obtain black from local dealer on which letter was written, and sales receipt for purchase of Selby shoes.

Socony-Vacuum Oil Co. Inc. — Favorite type of program solicited.

Sterling Products Inc.—Tickets for broadcast free on request (Bayer's aspirin); favorite musical numbers solicited (Phillips' dental magnesia); membership in Skippy Mystic Circle, including membership card, felt cap, secret grip, password, etc., directions on how to earn spending money for carton from largest size Phillips' toothpaste; membership in Mystic Circle for names and address of three friends and three cartons largest size toothpaste; membership in Mystic Circle

(*Continued on page 54*)

Use of Premiums Is Found Growing

USE of premiums on the air has emerged from the status of a mere "circulation" check to being a valuable merchandising aid, according to an article in the July *Premium Practice*. The article was based on a questionnaire submitted to some 250 stations.

The analysis by *Premium Practice* discloses that 85% of the stations which replied consider premiums of value to radio advertisers, with 15% reporting that they "can be". Nearly 65% view the premium solely as a "selling factor" to force actual sales or to add the necessary "inducement or incentive to tip the balance in favor of the client's product" and "to promote mass interest in a product." About half of the remainder credit the premium as a listener check and merchandising aid, while about 19% consider it entirely from the angle of proving audience coverage.

Some 43% of the replies indicate that premiums actually help stations in selling sponsors, while 37.5% say that premiums could aid them in selling time, with 18.8% filing negative replies.

Asked if they recommended premiums to customers, 93.8% replied in the affirmative but more than half of these explained that the policy is controlled by particular circumstances. The remaining 6.2% do not recommend premiums.

The next question asked by *Premium Practice* was: "Do you select the premium, or prefer that the customer, or agency, select its own?" The replies showed 18.7% of the stations favoring their own selection, 50% preferring that the customer or agency make the selection, and 31.3% believing best results are obtained at a conference of station, customer and agency. Half of the replies took the position that the station should have a voice in selecting the premium.

Low cost was stressed in the matter of selecting premiums, with "appropriateness to audience", "intrinsic value", "program tie-in", "acceptability", "novelty", "timeliness" and other factors mentioned.

Four-fifths of the stations believe that the pulling power of the premium is weakened by asking listeners to remit a small sum with box tops, etc. On the other hand, 12.6% took the opposite position, with the rest taking a middle position depending on the particular circumstances.

NEBRASKA ranks
6th
in Per Capita Wealth

Nebraska deserves the most careful consideration of every radio advertiser.

Our folks have better-than-average income. Only 5 states have greater wealth, per capita ($4,004.) 42 states have LESS!

Prospects in Nebraska, today, are exceptional! Grain and live stock prices are the highest in years. Ample moisture has produced bumper crops. This has "loosened" spending power tremendously.

Spot Radio Advertising is one of your best bets. Have us send you actual examples of outstanding results from the Nebraska radio stations shown below. Just write the association office, or any individual station.

MISSOURI VALLEY BROADCASTING ASSN.
Omaha, Nebraska

WOW
Omaha, Nebr.
KOIL
Omaha, Nebr., and Co. Bluffs, Ia.
KFAB
Omaha, Nebr., and Lincoln, Nebr.
KFOR
Lincoln, Nebr.
KGBZ
York, Nebr.
KGFW
Kearney, Nebr.
WJAG
Norfolk, Nebr.
KMMJ
Clay Center, Nebr.
KGNF
North Platte, Nebr.

Afternoon Program Brings Over 25,000 Labels in Eighteen Weeks!

This response to the Firemen's Club program, sponsored by the Quaker Oats Co., (Mon. through Fri., 5:30-5:45 P.M.) is typical of the returns consistently received by WFAA-WBAP advertisers. A potential audience of 807,302 radio homes, choice dial position on a cleared channel, unsurpassed facilities, listener preference, combine to make WFAA-WBAP the Southwest's most productive station.

50,000 Watt Station
WFAA — WBAP
Dallas . . . Ft. Worth

Affiliated With The National Broadcasting Co.
Member The Texas Quality Network

GET READY

FOR THE FALL KICK-OFF

Why not apply football strategy to your sales plans for the Fall? Pick the best openings. Then drive hard.

Consider what an "opening" WTIC offers. An audience of 1,500,000 in the primary coverage area; 680,000 additional in the secondary coverage area. And—thanks to the Connecticut Tercentenary—a guest audience of many thousands more.

Buying power is exceptionally high in the WTIC Communities. Distribution costs are exceptionally low—for the area is less than 100 miles square. Can you think of any other place where your advertising will reach so many people at such small per capita costs?

Talent is available at WTIC for the skillful staging of any type of program. Full particulars on request.

over 1,000,000 visitors from outside of the state will attend the Connecticut Tercentenary Exercises this Summer

WTIC

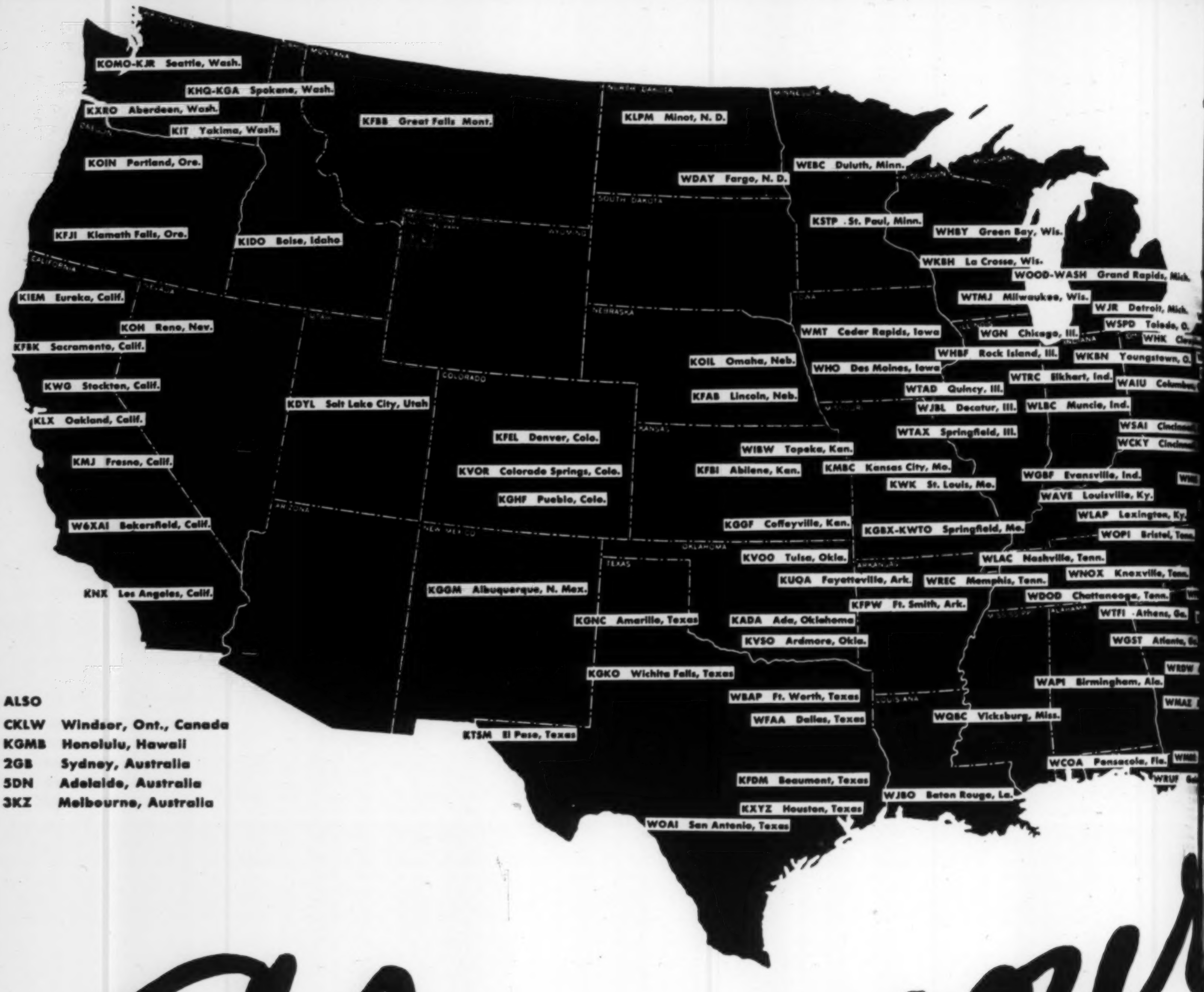
50,000 WATTS

HARTFORD • CONNECTICUT

The Travelers Broadcasting Service Corporation
Member New England and NBC-WEAF Networks

PAUL W. MORENCY, *General Mgr.* **JAMES F. CLANCY**, *Business Mgr.*

NEW YORK OFFICE, 220 EAST 42nd STREET *J. J. WEED, Manager*
CHICAGO OFFICE, 203 N. WABASH AVENUE *C. C. WEED, Manager*


KOMO-KJR Seattle, Wash.
KHQ-KGA Spokane, Wash.
KXRO Aberdeen, Wash.
KIT Yakima, Wash.
KFBB Great Falls Mont.
KLPM Minot, N. D.
KOIN Portland, Ore.
WDAY Fargo, N. D.
WEBC Duluth, Minn.
KSTP St. Paul, Minn.
WHBY Green Bay, Wis.
KFJI Klamath Falls, Ore.
KIDO Boise, Idaho
WKBH La Crosse, Wis.
WOOD-WASH Grand Rapids, Mich.
KIEM Eureka, Calif.
WTMJ Milwaukee, Wis.
WJR Detroit, Mich.
KOH Reno, Nev.
WMT Cedar Rapids, Iowa
WGN Chicago, Ill.
WSPD Toledo, O.
WHK Cle
KFBK Sacramento, Calif.
WHBF Rock Island, Ill.
WKBN Youngstown, O.
KOIL Omaha, Neb.
WHO Des Moines, Iowa
WTRC Elkhart, Ind.
WAIU Columbu
KWG Stockton, Calif.
WTAD Quincy, Ill.
KDYL Salt Lake City, Utah
KFAB Lincoln, Neb.
WJBL Decatur, Ill.
WLBC Muncie, Ind.
KLX Oakland, Calif.
WTAX Springfield, Ill.
WSAI Cincinn
KFEL Denver, Colo.
WCKY Cincinn
WIBW Topeka, Kan.
KMJ Fresno, Calif.
KVOR Colorado Springs, Colo.
KFBI Abilene, Kan.
KMBC Kansas City, Mo.
WGBF Evansville, Ind.
KWK St. Louis, Mo.
KGHF Pueblo, Colo.
WAVE Louisville, Ky.
W6XAI Bakersfield, Calif.
WLAP Lexington, Ky.
KGGF Coffeyville, Kan.
KGBX-KWTO Springfield, Mo.
WOPI Bristol, Tenn.
WLAC Nashville, Tenn.
KVOO Tulsa, Okla.
WNOX Knoxville, Tenn.
KUOA Fayetteville, Ark.
WREC Memphis, Tenn.
KNX Los Angeles, Calif.
KOB Albuquerque, N. Mex.
WDOD Chattanooga, Tenn.
KFPW Ft. Smith, Ark.
WTFI Athens, Ga.
KGNC Amarillo, Texas
KADA Ada, Oklahoma
KVSO Ardmore, Okla.
WGST Atlanta, Ga.
KGKO Wichita Falls, Texas
WAPI Birmingham, Ala.
WBAP Ft. Worth, Texas
WFAA Dallas, Texas
WQBC Vicksburg, Miss.
KTSM El Paso, Texas
WCOA Pensacola, Fla.
KFDM Beaumont, Texas
WJBO Baton Rouge, La.
KXYZ Houston, Texas
WOAI San Antonio, Texas

ALSO

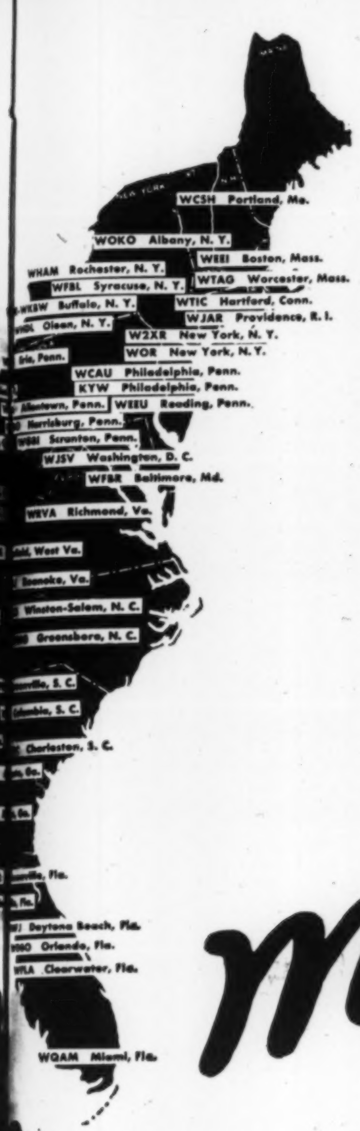
CKLW	**Windsor, Ont., Canada**
KGMB	**Honolulu, Hawaii**
2GB	**Sydney, Australia**
5DN	**Adelaide, Australia**
3KZ	**Melbourne, Australia**

Choose you

Briefly-
Here's the Stor

World Program Service makes possib two things rarely obtainable in radio as a team—tw things that are indispensable if your advertising campai is to be successful. They are (1) flexible coverage, comparable that of newspapers, and (2) uniform program quality, in all your chos markets. No network guarantees the first, and no other broadcast method exce wide range transcriptions makes possible the second. ¶ Operating in every leading mark of the United States, the World Program Service is practically unlimited in scope. With th remarkable new advertising vehicle, it is possible to go on the air in the heart of any or all markets wi no delay and *with a topnotch program, reasonably priced.* Full information will be gladly furnished on reques

WORLD BROADCASTING SYSTEM, INC. **50 W. 57th STREET, NEW YORK, N.**
SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF W


NEW YORK
WCSH Portland, Me.
WOKO Albany, N. Y.
WEEI Boston, Mass.
WHAM Rochester, N. Y.
WFBL Syracuse, N. Y.
WTAG Worcester, Mass.
WKBW Buffalo, N. Y.
WTIC Hartford, Conn.
Olean, N. Y.
WJAR Providence, R. I.
W2XR New York, N. Y.
Erie, Penn.
WOR New York, N. Y.
WCAU Philadelphia, Penn.
KYW Philadelphia, Penn.
Allentown, Penn.
WEEU Reading, Penn.
Harrisburg, Penn.
Scranton, Penn.
WJSV Washington, D. C.
WFBR Baltimore, Md.
WRVA Richmond, Va.
West Va.
Roanoke, Va.
Winston-Salem, N. C.
Greensboro, N. C.
Columbia, S. C.
Charleston, S. C.
Daytona Beach, Fla.
Orlando, Fla.
Clearwater, Fla.
WQAM Miami, Fla.

Here are 128 radio stations, located in every important market. They are available through the facilities of the World Broadcasting System. But a national advertiser is not required to use all, or any prescribed group of these stations. He may take only as many as he needs. The problem of paralleling coverage with distribution is automatically solved. By means of this most adaptable of radio advertising mediums, any advertiser can construct and adjust his campaign exactly to fit his sales requirements.

With all these advantages, World Broadcasting System also provides the prestige and acceptability of a well-knit organization. In its famous World Program Service, the music of over 100 great artists and orchestras is recorded by World's exclusive wide range process, a truly "precision" method of sound reproduction. Special production and engineering equipment is provided each and every subscribing station, for the sole purpose of broadcasting World programs. Uniform and well-maintained, this equipment is of real value to advertisers, since it insures the consistent program quality inherent in all World transcribed productions.

markets!

Create Your Own Program—Easily, at Less Expense!

Every advertiser has his own special requirements, born of his individual sales problems. The World Program Service offers a solution to those problems. Heretofore, radio broadcasting has not been as flexible, as adaptable to local needs, or as economical as other advertising media. The World Program Service fulfills all these requirements. Pick your programs from World's library of over one thousand musical selections, pick your markets from World's 128 subscribing stations, pick the best time available on each station, and watch World Program Service do a job for your product!

Because World Program Service *is a service,* in every sense, advertisers are afforded all the facilities of World Broadcasting System in working out their problems, national or local. World is setting a new pace in flexibility, economy, and all-round effectiveness for the smallest or the largest radio advertiser. Its services are unique in advertising.

WORLD
PROGRAM
SERVICE

ther Offices and { 400 W. Madison St., Chicago, Ill.
ecording Studios at { 555 S. Flower St., Los Angeles, Cal.
BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC, LICENSEE

BROADCASTING
and
Broadcast Advertising

Published Semi-Monthly by
BROADCASTING
PUBLICATIONS, Inc.

National Press Bldg. ● Washington, D. C.
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EUGENE V. COGLEY, National Advertising Representative, National Press Bldg., Washington, D. C.
J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager

The Railroads Again

THE recent railway traffic report by Commissioner Eastman strips the railway advertising situation of all confusion. The facts are there—medium by medium, region by region. That the railroads must wake up in a hurry and do something about their plight, is pointedly brought out in the report. That they should turn to radio in a big way, is recommended by the AAAA in an accompanying analysis.

An interesting sidelight in the bulky collection of facts is found in an obscure table, which shows that of all the railway advertising departments queried on the advantages of various media, only a couple had any comment on radio, and that was by no means 100% favorable.

The obvious conclusion is that railroads know little about radio. It's time that they learned. The recent success of the Western Association of Railway Executives in its joint radio-newspaper campaign should open their eyes to some extent. But that is only a drop in the bucket. Perhaps some missionary work by broadcasters would do the trick. At any rate, the railroads seem to need a little prodding if they are to do what is best for themselves, and if they are to stop self-abusive practices such as mutual agreements to limit advertising and not to use certain kinds of media.

Promote the Industry

NOTHING in the commercial growth of the nation has been more remarkable than the swift evolution of the broadcasting industry in a decade and a half. Now with the 100-million-dollar time sales mark looming, the time is appropriate to take stock and find out just what has happened, project this knowledge into future trends, and develop a course of action that will benefit stations, advertisers, agencies and listeners.

As Dr. Herman S. Hettinger points out in a searching article eleswhere in this issue, a concentration of business, particularly national, has developed in high power stations and network affiliates, making them media with a national aspect. They have been the unquestioned leaders in aggressive promotion of their facilities.

This trend is normal and healthy, yet there remains the fact that among the local independents, who fill a deservedly popular place in hundreds of communities, there are weaker sisters, or "marginal units" as Dr. Hettinger terms them. Growth of local stations will remove instability in the industry, leading to improved service to the listening public and all-around progress.

Now then, the problem arises: "How is this to be done?" Naturally, the industry must help itself—that is obvious. And in so doing, it will spread knowledge among advertisers and those who place advertising, some of whom are not always appreciative of the technical features of station coverage.

Right here is where the smaller independent will find its proper place in the advertising picture, for it is the local station that has a local following and it unquestionably reaches a particular market. Possibly some of the fault lies with such broadcasters for not being sufficiently aggressive in presenting their messages to those who spend the advertising dollar.

At any rate, Dr. Hettinger has three cardinal suggestions that are worth a lot of careful thought. First, he proposes further extension and improvement of transcriptions or recorded programs for local stations. Much progress has been made along that line in the splendid library and other program services now being offered. Second, he suggests joint sales promotion by various units. Here again there has been recent advancement, such as the organization by a group of 100-watters and independents at the NAB convention for a joint promotion program. Finally, he proposes a program of general industry promotion, a task which he believes might be handled by the NAB, which, while extremely active and effective in intra-industry affairs, has not been (we think) very aggressive in telling the remarkable story of radio itself to the public, to civic and women's clubs and to business groups by way of speeches or literature.

Agencies and Radio

IT IS RATHER an astonishing fact that only about 700 to 800 advertising agencies in the United States and Canada handle radio accounts. Why so few? The reason seems to be that some of the smaller agencies — certainly not the Big Fifteen of last year's radio placements, who are among the leaders in all advertising, printed and radio—still shy clear of the audible medium because they are afraid of it or unwilling to be budged from the smugness of their established business of placing printed space.

That such an attitude is unfair to their clients is manifest. From NBC this month we have a study, designed for circulation exclusively among agency executives, which shows conclusively on the basis of case histories and personal contacts that "*the use of broadcast advertising strengthens and protects the use of other mediums. It shows that as a group the best clients for advertising agencies are the companies which use radio. They maintain their total advertising appropriations better; and they maintain their newspaper and magazine schedules far better than the non-users do.* [Italics are NBC's.]

"Steadily, year after year, more of the leading advertisers are using broadcast advertising," reports the book, which is titled *Let's Look at Radio Together*. "Steadily, year by year, they are spending more money for radio. Neither these trends nor the evidence that the use of radio protects the advertisers' total expenditures and the expenditures in other mediums can profitably be ignored by any agency."

Then the book goes on to recount some of the remarkable facts about advertisers' appropriations on the networks (which can be regarded as the bell-wether for all radio) from 1928 to 1934. Certainly these facts are conclusive proof of the efficacy of radio as an advertising medium, for no one can say they are due to any artificial stimulus or anything else than that radio does produce results:

1. From 1928 to 1934, while total national advertising expenditures declined 25%, expenditures for network radio time *increased* 416%.
2. Radio's share of the advertising dollar *increased* from 2.4 cents to 12.2 cents.
3. The number of leading national advertisers using network radio *increased* 106%.
4. The average radio expenditure of the big national advertisers using network radio *increased* 185%.
5. Of the 150 leading national magazine advertisers, those using network radio reduced their total advertising expenditures—under the stress of the depression—*only about one-third as far* as the non-users did. In this same group, the network radio-users maintained their expenditures *in other mediums* about twice as well as the non-users did.
6. The *regular* radio-users kept their total appropriations *above the 1928 level* all the way through to and including 1932. And in 1933, the first year in which they reduced their total advertising expenditures below the 1928 level, the cut was only 14%.
7. Meanwhile, the leading advertisers that *never* used network radio cut below the 1928 level in every succeeding year, and kept on cutting farther, year after year, until they had reduced their appropriations *more than four times as far* as the regular network users did.
8. From 1928 to 1933, regular network users maintained their magazine expenditures *more than twice as well* as the non-users did—and they maintained their newspaper schedules *three times as well.*

The RADIO BOOK SHELF

PROBLEMS involved in the advertising agency's handling of broadcasting advertising are discussed under one cover in a new book *Let's Look at Radio Together* just published by NBC as the first of a series of five studies to be issued by the network. Circulation of this book, NBC states, is being confined strictly to accredited agency executives. The data in the book are drawn from first-hand interviews with agency men and with advertisers, both users and non-users of radio. The object of the study, NBC states, was to "build up a sounder understanding of the use and advantages of radio and to give agency men, including account executives and new business men, as clear a knowledge of broadcast advertising as they have of other mediums."

We Pay Our Respects To —

JOHN LINDSAY CLARK

IN THE last eight years one man, alone and unassisted, has sold more than $5,000,000 of broadcast time on a single station. During the same years he has supervised the entire operations of WLW, the 500,000 - watt Crosley station in Cincinnati—world's most powerful commercial broadcasting station.

John Clark's story is embraced in those two sentences and they represent both the extent and the proof of his genius. John began this living business in Owenton, Ky., in 1902. Just 25 years later Powel Crosley Jr. said "yes" when he asked for a chance to get into broadcasting. Previously he had sold such a variety of things as automobiles and accessories, stocks and bonds, life insurance, collapsible garages, steel signs and phonograph records.

His experience with a phonograph recording company had made him aware that radio might be more than just a new kind of toy. He had seen recording sales suffering from radio's inroads, and he decided that maybe the people who were saying "this radio bubble will burst soon", might be wrong. It is doubtful that in asking Powel Crosley for a job he listed among his assets a rare understanding of human nature, but he certainly brought that quality above every thing else to his work at WLW.

Clark's first years at WLW, like those of his contemporaries in broadcasting, consisted of a hectic routine as announcer, production man, continuity writer, salesman and countless other functions.

John likes to recall the occasion when one of his prospective clients asked him for a map of WLW's coverage, and he returned to the station to find a letter from a listener in New Zealand. He promptly took a map of the world, and with Cincinnati as a center and a string stretched to New Zealand, drew a circle to show "WLW's primary area".

John can remember, too, scores of amusing and interesting anecdotes about dozens of radio's "big names" when he was nursing their early efforts in Cincinnati.

His success, however, has been based on a great deal more than getting into radio in those early days. He has always believed in radio's growth and felt that its future was limitless. His confidence has been very infectious, and has not only gripped his advertisers and his staff at WLW, but has been a potent factor on scores of men throughout the broadcasting industry.

Through Clark's efforts WLW has been a pioneer in many respects other than super - power. The famed title of "The Nation's Station" was more than a slogan to John when he originated it. For his policies at WLW always were based on the simple platitude that "the public must like it"—and the public *has* liked it — liked John Clark's knowledge of their own tastes in radio fare and his interpretation of this knowledge in WLW's programs.

If Clark's duties and the work he does were listed in the pages they require, the average advertising man would wonder first, whether one man could possibly do so many things and still do them well; and secondly, whether his constitution and nervous system could possibly stand it. The answer to both questions in John Clark's case is "yes".

As a matter of fact, to see John in the hurry and bustle of the multifarious activities centered around WLW and WSAI (for he is general manager of both stations), is to see a man who works with such unhurried calm in every possible field as to make it all seem like a vacation cruise.

This young chief of the Western Hemisphere's most powerful broadcasting station is nothing whatever of "the big business executive" in appearance, actions or attitude. His disarming smile and youthful mannerisms work magic both with important clients and timid young radio artists. John not only holds fast to Powel Crosley Jr.'s "open door" policy—he is never "too busy", and very rarely "in conference" — but he enjoys working in the background and pushing his young associates into the limelight.

John was married in 1931 to Elvira DeGiersdorf, and their two baby boys give ample promise of keeping their dad as busy at home as he is in the office. He is an ardent sportsman and will talk hunting and fishing, guns and tackle, at the drop of a hat. He never tires, though, of trying to find some really wild game country that can offer, at the same time, the conveniences of the Waldorf-Astoria.

John Clark's success and his high rank in the top flight of radio salesmen and executives is founded not only on his tireless energy and able thinking, but also on the fact that he is very "human" and really "regular".

PERSONAL NOTES

PHILIP G. LOUCKS, former NAB managing director, has returned from his vacation in California and Northern Minnesota and has established his law offices in the National Press Bldg., Washington.

WILLIAM S. PALEY, president of CBS, sailed on the *S. S. Normandie* July 31 for a vacation in Europe with Mrs. Paley. He probably will return about the end of September.

ALFRED J. McCOSKER, president of WOR, Newark, and Mrs. McCosker, sailed Aug. 10 on the *S. S. Ile de France* for a month's vacation in Europe, during which Mr. McCosker will visit Sir John Reith, managing director of the BBC.

WILLIAM E. JACKSON, sales representative at KDKA, Pittsburgh, for the last five years, has been named manager of local sales, effective Aug. 1, succeeding A. Leroy Hasenbalg who recently was promoted to national sales representative for the Pittsburgh division of NBC.

GRIFFITH B. THOMPSON, former sales executive of American Chicle Co. and American Tobacco Co., has joined WBZ-WBZA, Boston, as sales manager.

TED SMITH, formerly of KGFF, Shawnee, Okla., has been named manager of KVSO, new 100-watt station in Ardmore, Okla.

ALDEN BAKER, formerly announcer in the Norfolk studios of WGH, Newport News, Va., has resigned to become commercial manager of WPHR, Petersburg, Va.

W. H. HEMPHILL, El Paso, has been named to succeed George Heid as general manager of KVOA, Tuscon, Ariz.

LOUIS G. CALDWELL, Washington counsel for various radio stations, sailed Aug. 3 on the *S. S. Rex* for Italy and eastern Mediterranean ports for a seven-week vacation. He was accompanied by his daughter.

PAUL M. SEGAL, Washington radio attorney, and Mrs. Segal, sail Aug. 14 on the *S. S. Manhattan* for Europe. They will return late in September.

JAMES KYLER, managing director, Paul Ruhle Jr., chief announcer, and Ernest D. Herider, chief engineer, of WCMI, Ashland, Ky., have been commissioned Kentucky Colonels by Gov. Ruby Laffoon.

J. G. SANDERSON, of the sales staff of WTMJ, Milwaukee, was married recently to Miss Rosalind Harbeck, of Milwaukee.

JOHN F. PATT, manager of WGAR, Cleveland, left Aug. 10 on a month's vacation.

JOHN W. SWALLOW, manager of NBC Hollywood studios, has acquired a 30-foot cruiser.

VERNON BAILEY, formerly in newspaper advertising, has joined WCMI, Ashland, Ky., as advertising manager.

ED KRIEGER has joined the sales staff of WSAI, Cincinnati.

DONALD FLAMM, president of WMCA, returned to New York early in August after a tour of broadcasting stations in the West. Among the fellow passengers on the *S. S. Pennsylvania* were Mr. and Mrs. Victor Dalton of Los Angeles. Mr. Dalton is owner of KMTR. The Dalton's were entertained by Mr. Flamm while visiting in New York.

WARD INGRAM, account executive of KJBS, San Francisco, has resigned to join KFRC in that city in a similar capacity.

M. J. MARRA, formerly with *Western Railway Advertising*, has joined the sales staff of Freeman Lang sound studios, Hollywood.

HAROLD A. ENGEL, promotion manager of WHA, Madison, was married in July to Miss Helen Davrah, dramatics teacher.

LEO FOWLER has been promoted to sales manager of WMBG, Richmond, Va.

DOMINGO DIAZ has been named sales manager of WNEL, San Juan, P. R.

ARTHUR WESTLUND, general manager of KRE, Berkeley, Cal., has been re-elected president of the Oakland (Cal.) Executives Association.

CLIFF GOODMAN, formerly of WMC, Memphis, has joined the sales staff of W9XBY, Kansas City.

BEHIND THE MICROPHONE

HAROLD A. STAFFORD, Chicago radio pioneer and original director of the *WLS Showboat*, has been appointed program director of WLS, Chicago. George C. Biggar has been named promotional director. Stafford for the last five years has been assistant operating superintendent of Sears, Roebuck & Co., Chicago, and at one time he was managing editor of the *Sioux-Falls* (S. D.) *Argus-Leader*.

GLENHALL TAYLOR, for the past year on the production staff of KHJ, Los Angeles, has been transferred to the Don Lee Broadcasting System's San Francisco outlet, KFRC, as production manager in charge of commercial programs. He succeeds Sylvester "Pat" Weaver who resigned June 1 to go to New York City. Arnold Maquire continues as production manager in charge of sustaining programs at KFRC. William Pabst has been added to the KFRC production staff.

ED J. FITZGERALD, formerly head of the music department of WLW, Cincinnati, has been appointed general musical director by John L. Clark, WLW general manager. He will be assisted by Virginia Marucci.

MAURICE BURKE, for the last three years director of the summer stock company of Robin Hood Theater, Arden, Del., and long experienced in theatrical production, has joined the production staff of Grombach Productions Inc., New York.

RICHARD F. REED, continuity editor of WHIO, Dayton, has been promoted to program director, replacing Merle Housh, who has gone to Chicago. Tom Slater succeeds Reed.

HENRY LINDER, well known in the Chicago musical booking field, has joined CBS as assistant to Neil Conklin, head of Chicago CBS Artists Bureau, to take charge of band bookings.

FRED OHL has been named program director of KWKH, Shreveport, La., and Miss Olive Henery is in charge of the continuity department.

KIMBALL SANT, formerly with WBZ, Boston, Mass., has joined the announcing and producing staff of KQW, San Jose, Cal.

225 Joplin Business Firms Can't Be Wrong!

THEY USE WMBH REGULARLY

We make no claims of covering the United States. All we do is render a real local service to a few counties down here in Southwest Missouri, Southeast Kansas, Northeast Oklahoma and Northwest Arkansas.

IT'S FUNNY—

But we seem to know the likes and dislikes of these folks down here.

YOU'RE WRONG AGAIN—

They don't all listen to the chains! How do we know? Well, we made it a point to find out. And we stand ready to prove it to anyone who is in doubt! There is a right smart of business down here for the concern that has the intestinal fortitude to go after it.

OH! YES—

There are more than half-a-million people in this territory—97 per cent local born and white clear through.

THE JOPLIN BROADCASTING CO.
Owners and Operators of
WMBH
Joplin, Mo.
"At the Crossroads of America"
1420 kc — 250 w Day — 100 w Nite

MYRLE HARRISON, formerly of WTAR, Norfolk, Va., has joined the announcing staff of WMCA, New York, and has been replaced at WTAR as production chief by Edward W. Burwell of the sales staff.

TED GAILEY, veteran announcer, has joined the staff of KGER, Long Beach, Cal., as program director and chief announcer, replacing Mel Roach, resigned. Victor Ecklund, new to radio, replaces Lee Hoagland, resigned.

JILL EDWARDS, educational director of WAAF, Chicago, and half of the *Jill and Judy* team which broadcast over NBC, has written a book *Personality Pointers*, which Bobbs Merrill has published.

ARCHIE D. SCOTT, free lance theatrical producer, has been added to NBC's Chicago production staff.

RUSSELL YOUNG has been added to the regular announcing staff of WAAF, Chicago, and Larry Davidson has been made continuity editor, replacing Arthur Trask who resigned to join the continuity staff of NBC in Chicago.

GEORGE TOLIN, former production manager and announcer for the Post Broadcasting System, Honolulu, has returned to San Francisco. Before going to Hawaii three years ago he was on the production staff of KROW, Oakland, Cal.

MISS HAZEL STUART, style adviser of CFCO, Chatham, Ont., and secretary to General Manager Jack Beardall, has been chosen "Miss Western Ontario".

GEORGIA BACKUS, former dramatic director of CBS, is acting as m.c. of the *Amateur Script Writers Hour* Tuesday evenings on WBNX, New York, in the absence of John Brown, who is vacationing.

ROBERT McRANEY, of Mississippi, has joined the announcing staff of WSGN, Birmingham. Bill McCain is head of the production department.

Summer's Here and Fall is Close Behind

BEFORE many days have passed desirable radio time will be at a premium because of the coming avalanche of fall and winter schedules.

Wise advertisers are placing their business now . . . braving the summer heat to assure their programs choice positions during the profitable season.

WHAS
Owned and operated by
The Courier-Journal and The Louisville Times
50,000 WATTS
NATIONALLY CLEARED CHANNEL
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

HAPPY GEORGIANS—This photograph of members of the Georgia Association of Broadcasters was taken during its organization meeting in Savannah in late July. Front row, left to right, are Steve Cisler, WJTL, Atlanta, secretary-treasurer; E. K. Cargill, WMAZ, Macon, president; Mrs. Cargill; Mrs. W. T. Knight; W. T. Knight, WTOC, Savannah, vice president. The others are all Georgia broadcasters and their ladies, who took time out to face the camera.

RICHARD KOENIG, of the production department of WGAR, Cleveland, has resigned to become head of the library department of Muzak Corp., a unit of Wired Radio Inc., which is operating a program service over power lines to Cleveland subscribers.

DEL MIZER, recent Ohio State University graduate, has been named an assistant in the production department of WGAR, Cleveland. Louis Allen, recent winner of WGAR's high school declamation contest, has been added to the station's announcing and continuity staff.

WALBERG BROWN, musical director of WGAR, Cleveland, is the father of a boy, Dennis William, born July 27.

WESTON E. BRITT, formerly of WBT, Charlotte, and other Southern stations, has been named program dierctor of WMFD, Wilmington, N. C.

HOLLY SMITH, production manager of WBT, Charlotte, was selected recently as one of four speakers before the Charlotte Junior Chamber of Commerce on the general theme of advertising. He represented radio.

SID FULLER, formerly city editor of the *San Diego Sun*, has joined the continuity department of KGB, San Diego.

CARL N. BREWSTER, journalism graduate of Washington State College, has joined KRLC, Lewiston, Id., as local news reporter.

DAY FOSTER, formerly of KORE, Eugene, Ore., has joined the production department of KUJ, Walla Walla.

ROBERT KEEFE, announcer of WFBL, Syracuse, N. Y., is the father of a boy born July 29.

BOBBY BROWN, Chicago CBS production manager, is vacationing in the Hawaiian Islands.

CECIL UNDERWOOD, NBC Hollywood producer, has a part in *Old Man Murphy*, an RKO movie short.

MIGUEL LLAO, of Havana, has been named chief announcer and program director of WNEL, San Juan, P. R. He had been with Ernesto Vilches, Spanish movie producer. Teofilo Villivicencio, formerly of University of Puerto Rico, has joined the announcing staff.

$ $ $ $ $ $
More coverage for your dollar in the South's richest market. Check up on us. Your orders will get interested attention and results.
WNBR-Memphis, Tenn.

PAUL HODGES has returned to WIL, St. Louis, as conductor of the *Breakfast Club Express* after three years at WREC, Memphis, and WNRA, Muscle Shoals, Ala.

GEORGE WOOD Jr., 12-year-old announcer and singer of WIL, St. Louis, who has performed on numerous commercial programs, did a commercial for KFPW, Fort Smith, Ark., on the Jerry Snowbird Ice Cream program.

GEORGE F. STRICKLING, director of the famous "Capella Choir" has been named supervisor of vocal units at WHK, Cleveland.

TOM ASHWELL, author, agency executive, actor, sound engineer and production man, among other occupations during a varied career, has been named production manager of WLW, Cincinnati.

ALAN TRENCH, announcer of WCAE, Pittsburgh, has been confined to Mercy Hospital with a throat infection.

PAUL BRENNER, journalism student at Syracuse University and resident of Richmond, Va., has joined the announcing staff of WFBL, Syracuse, N. Y.

CONRAD HOWELL has joined the announcing staff of WMBG, Richmond, Va. Jack Hooper is announcing sports.

MIKE GALLAGHER has joined the staff of newscasters of KTAT, Fort Worth, presenting seven daily programs of UP and local news. The news staff now includes Lew Lacey, production chief; Pop Boone, Jack Gordon, Allan Carney, Hank Rabun, Tag Taggart, Claude L. Douglass, Tarleton Jenkins, Delbert Willis, Edith Guedry and Aubrey Graves, mostly drawn from the staff of the *Fort Worth Press*.

H. B. McCARTY, program director of WHA, University of Wisconsin station at Madison, is touring Great Britain and the continent to study educational broadcasting. He was granted a three-month fellowship by the General Education Board.

GLOVER DELANEY, of the announcing staff of WESG, Elmira, N. Y., has been named assistant program manager.

ALLEN RICH, formerly of WBNX and WINS, New York, and KFWB, Hollywood, has joined the announcing staff of WFAS, White Plains, N. Y., succeeding Wade Watson, resigned.

HARDY GIBSON, Hollywood radio author, has formed Hardy Gibson Productions to produce transcriptions, starting with the *Joe & Cynthia* series of five-minute discs.

RICHARD PAVEY has succeeded Gene Stafford as program director of KSD, St. Louis. Frank Eschen has been named chief announcer and production manager.

VERA OLDHAM has joined the continuity staff of Raymond R. Morgan Co., Hollywood radio producers.

WILTON HOFF, formerly of KOMO, Seattle, has been announcing at KFAC, Los Angeles, during the illness of Robert Swan, program director.

HERBERT CHARLES, actor, has joined the announcing staff of WCAU, Philadelphia, replacing Henry Morgan, who resigned to join a Midwest station.

ARTHUR TRASK, continuity editor at WAAF, Chicago, has joined the Chicago continuity staff of NBC.

SAM TAYLOR, screen commentator of WMCA, New York, was married July 31 to Mary Jane Shour, New York.

RON JENKINS, formerly of WSOC, Charlotte, N. C., has joined the announcing staff of WQAM, Miami, Fla. Ray Brook, "The Old Timer" on Midwest stations, also has joined the staff.

PAUL JONES, formerly of the NBC team of *Moss & Jones*, has joined the announcing staff of WFLA, Tampa. Bert A. Arnold, program director, drove to Mexico City to attend the Lyons International Convention.

W. S. LUKENBILL, formerly of KGFG, Oklahoma City, has joined the announcing staff of KGFF, Shawnee, Okla.

BILLY SANDIFORD, announcer of KOIN, Portland, and Ruth Messmer, blues singer, were married Aug. 5.

FRANK MORROW has left the announcing staff at WIND, Gary, Ind., to become dispatcher of the newly-organized Indiana State Police radio department.

JOHNNY KENNEDY and Bob Tonge have joined the announcing staff of KGFJ, Los Angeles, replacing Russ Johnston and Reginald, who have joined the engineering staff of a gold mine.

NEIL WALLACE, formerly of WLLH, Lowell, Mass., has been named program director of WMAS, Springfield, Mass.

L. K. McGLOTHLIN, announcer and continuity writer of KBTM, Jonesboro, Ark., was married recently to Lucile Bahn, of Cape Girardeau, Mo.

DUDLEY MANLOVE has joined the announcing staff of KROW, Oakland, coming over from KSFO, San Francisco. Jack Abbott has resigned as KROW announcer to go into business for himself.

JAY SIMS, for the last three months on the announcing staff of KFRC, San Francisco, has gone over to KYA, in that city, in a similar capacity.

California Association

FORMATION of a state-wide organization of broadcasters for the purpose of discussing and solving problems of common interest to stations in California is being fostered by the Northern California Broadcasters Association. Committee to contact stations includes G. C. Hamilton, KFBK, Sacramento, chairman; A. H. Green, KGDM, Stockton, and Ralph R. Brunton, owner of KJBS, San Francisco, and KQW, San Jose.

BUTTE
Center of Population in Montana!

Harry Rogers Is Named KYA Program Director

HARRY ROGERS, well-known Pacific Coast newspaperman, has been appointed program director of KYA, San Francisco, succeeding Dean Maddox. Rogers has been with the station for the last ten months as exploitation manager. Maddox is temporarily associated with the Angelo J. Rossi-for-Mayor re-election campaign as chairman of its radio committee.

Al King, formerly *San Francisco Examiner* advertising executive, has joined KYA's commercial department, succeeding Merlyn "Dixie" L. McCabe, account executive, who resigned to join KFRC in that city, in a similar capacity. Gerald Norton, who was assistant sales manager of KHJ, Los Angeles, before coming to KYA, has also resigned to join the commercial staff of KJBS, San Francisco. J. B. Quin, who joined KYA's commercial department a few months ago, has severed his association with the station. Marsden Argall, vacation relief announcer at KYA, has become a permanent member of the staff, and along with his duties is conducting the Tuesday night *Singing Class*.

Bourjois Returns

BOURJOIS SALES Co., New York (Evening in Paris cosmetics) will return to the NBC-WJZ network after being absent from the radio for almost two years. The new series will begin Aug. 19, 8:30-9 p. m., and will be confined to the basic network. The show will be entitled *Evening in Paris Roof*, the setting being a mythical night club on Park Ave. The talent will consist of the Pickens Sisters, Odette Myrtil, Milton Watson and Mark Warnow's orchestra. Schedule is for 39 weeks. Lord & Thomas, New York, is the agency.

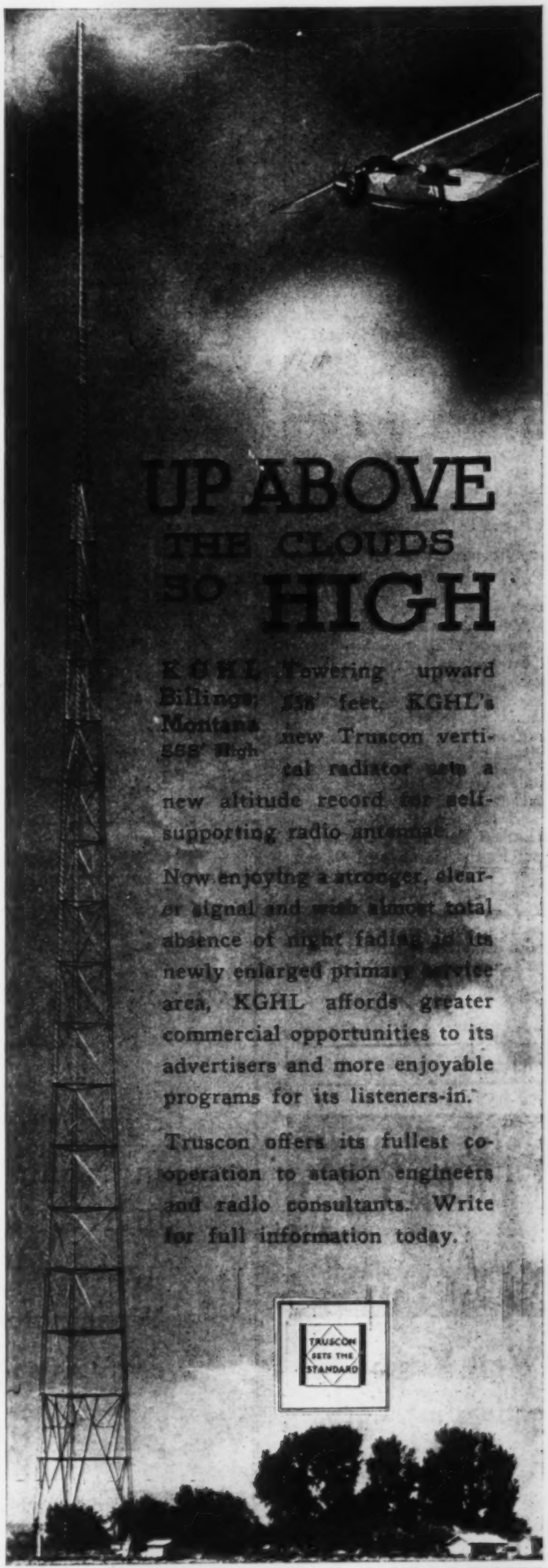
Networks Aid Musicians

COOPERATING with the Chicago Federation of Musicians, both of the national networks have helped sponsor the series of public orchestra and band concerts staged nightly in Grant Park, Chicago, during July and August. NBC sponsored the first nine days in July, CBS the same period in August. Both of these networks and MBS have broadcast portions of many of the concerts, which are put on for the double purpose of giving employment to musicians and enjoyment to the public.

"WJBO offers you proven coverage in a territory that buys. Accurate data on request."

BATON ROUGE
BROADCASTING CO., Inc.
Baton Rouge, La.

WJBO
THE BATON ROUGE
RADIO STATION



Towering upward 558 feet, KGHL's new Truscon vertical radiator sets a new altitude record for self-supporting radio antennae.

Now enjoying a stronger, clearer signal and with almost total absence of night fading in its newly enlarged primary service area, KGHL affords greater commercial opportunities to its advertisers and more enjoyable programs for its listeners-in.

Truscon offers its fullest cooperation to station engineers and radio consultants. Write for full information today.

TRUSCON STEEL COMPANY
YOUNGSTOWN - - - OHIO

"WHEN I'M A BIG GIRL"

Tiny girls have great ambitions! It seems that every future belle yearns for the day when she will realize some childhood longing which, to her, is the very essence of living. And here's a new one:

A WWVA mother reports that her tiny, four-year-old daughter looked up at her one evening at bed time, with a genuine plea in her big, blue eyes, and asked: "Mother, when I'm a big girl, may I go to the Jamboree?"

A peculiar ambition, isn't it?—yet so typical of the appeal of the WWVA Jamboree to old and young alike. In fact, WWVA has developed that very close personal relationship between listeners and station which has brought real success to advertisers. We're proud that thousands of folks like us because of our "air friendliness."

If you really want to make an impression on the little girls, the big girls, the little boys, the big boys and the grandmothers and grandfathers in Eastern Ohio, Western Pennsylvania and West Virginia, be sure to give WWVA's service consideration in planning your Fall and Winter radio appropriation — and we mean that for your sake as well as ours!

●

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

West Virginia Broadcasting Corp.
Hawley Building
WHEELING, W. Va.

Representatives
J. H. McGILLVRA
485 Madison Ave., New York
JOHN KETTLEWELL
Palmolive Bldg., Chicago

IN THE CONTROL ROOM

DR. C. B. JOLLIFFE, FCC chief engineer, who is on an auto tour of the FCC's district inspection offices west of the Mississippi until Sept. 1, was guest of honor at a luncheon of Los Angeles broadcasters Aug. 2. Naylor Rogers, KNX manager, presided. Other guests included Bernard H. Linden, district inspector, and V. Ford Greaves, former assistant chief engineer of the Radio Commission, who is now stationed in the FCC San Francisco office.

DONALD DE WOLF, NBC Western division field supervisor, San Francisco, has been transferred to Hollywood, where he has been placed in charge of all engineering operations of the network's studios. George Greaves, who was assistant to De Wolf, succeeds him as field supervisor in San Francisco, according to A. H. Saxton, chief engineer.

KEITH HENNEY has been named editor of *Electronics*, succeeding Dr. O. H. Caldwell, former federal radio commissioner, who in September will start publishing a new periodical, *Radio Today*, covering largely the scientific aspects of radio.

WILLIAM N. "Bill" GREER, formerly manager of the former KFUL, Galveston, Tex., and International Radio Service, has joined the engineering staff of WNEL, San Juan, P. R., and is installing high-fidelity equipment, besides acting as English news commentator.

TERRY MOSS, control operator of KWTO-KGBX, Springfield, Mo., was married recently to Miss Beverly Long, daughter of Jimmie Long, composer and member of the WLS *Barn Dance* staff.

DON PILE, of Spokane, has joined the technical staff of KUJ, Walla Walla.

RALPH D. DUBOIS, chief engineer of KFRO, Longview, Tex., is the father of a boy born recently. O. A. Walden has joined the KFRO technical staff as chief news operator receiving Transradio news.

CHARLES PATTEE, relief operator of WTAR, Norfolk, Va., was married recently to Miss Amanda Cummings of that city.

R. J. RENTON, formerly stationed in the FCC's district inspection office at Boston, is now at its central monitoring station in Grand Island, Neb.

CHARLES FRENETTE, chief engineer of CHRC, Quebec, has returned from Washington where he was graduated at Capitol Radio Engineering Institute.

T. H. MITCHELL, of Honolulu, graduate of the U. S. Naval Academy, on Aug. 1 assumed charge of the new Los Angeles office of RCA Communications Inc.

WILLIAM JUREK has been appointed relief technician at KFVD, Culver City, Cal.

DAVID E. BROWNSON is acting as relief operator at KRKD-KFSG, Los Angeles, while staff members take their vacations.

ERNEST GODFREY and James Wright have joined the technical staff of KGFJ, Los Angeles, as relief operators.

THOMAS DOYLE, operator at WMAS, Springfield, Mass., was married recently to Leah Theriault, of Swampscott, Mass.

EARL HEWINSON, formerly of WBZ, Springfield, Mass., has joined the operating staff of WMAS, of that city.

LOUIS RABURN, aged 16, of Manhattan, Kan., has joined the technical staff of KSAC, Manhattan, Kan.

H. H. LANCE, engineer of WIRE, Indianapolis, is the father of a girl born in July.

A "Mikecycle" Built For Two

GORDON HITTENMARK (front), NBC announcer in Washington, and Phil Merryman, engineer in charge of operations, with a portable transmitter strapped on his back, mounted a tandem bicycle recently and here they are, full speed ahead. Tests of station W1OXDZ on 37.6 megacycles proved successful so they pedaled down to Pennsylvania Ave., in the Capital, to cover the finish of the *Washington Evening Star's marathon*. The broadcast was picked up by WMAL.

W. HOWARD MOFFAT of the engineering staff of WBT, Charlotte, long an amateur, is aiding the Charlotte Amateur Radio Club in plans for the division convention of the American Radio Relay League to be held in Charlotte this fall.

N. L. OLSON, remote operator of KGGX, Wolf Point, Mont., pinch hit for Grady Wilson, rodeo announcer, at the recent annual Wolf Point Stempede.

CHARLES A. SPRAGUE, chief engineer of WJIM, Lansing, has completed installation of a new three-channel RCA speech input system.

CYRIL FOSSEY, operator at KDYL, Salt Lake City, is the father of a girl born in July.

GEORGE HORNE, formerly plant engineer of KYW, then located in Chicago, is now on the engineering staff of WCMI, Ashland, Ky.

5000 WATTS NBC

K J R

again strides forward announcing complete UNITED PRESS SERVICE for KJR's already dominant news service in the Western Washington market . . . now available for sponsorship.

See—

Edward Petry & Co., Inc.

FISHER'S BLEND STATION, INC.
SEATTLE, WASHINGTON

LOST BABIES

Lost Babies, fifty-seven of them have been found by KGEZ this year.

Lost Babies aren't particular about the time of day they wander away.

Lost Babies, every one of them that has been sought, has been found. Longest time to restore baby to home to date—seventeen minutes.

Lost Babies form best survey we know of listener audience.

Lost Babies in your business can be found by—

KGEZ

Box 1 Kalispell, Montana

NBC's Own Inquiring Reporter

The Question:

As one of many advertisers now using NBC daytime broadcast advertising, why do you feel that Daytime Radio Hours are an outstanding value?

The Place: *At the offices of important sales promotion and advertising executives.*

The Answers:

ERMA PERHAM PROETZ, *Vice-President, Gardner Advertising Co., 1627 Locust St., St. Louis, Mo.*

"The most *appropriate* time, in my opinion, to talk to women about the best food for their babies and about preparing three better meals a day for their families is during the day and, for that reason, it is the *best* time to broadcast information to them about any subject that touches their home-management problems. The reception which has been accorded the 'Pet Milky Way' from the very first week of this program has indicated that there is a responsive, sympathetic daytime audience of enormous size. The request for booklets and for information during the second year has been running practically double that of the first which conclusively proves, it seems to me, that this daytime audience is worthy of careful and systematic cultivation."

•

EDWARD T. CASWALL, *Advertising Manager, The Climalene Company, Canton, Ohio*

"Daytime radio hours offer The Climalene Company:

1. An exclusive woman audience—we sell only to women.
2. A network of stations only in markets we wish to reach—our distribution is concentrated in definite areas."

T. L. BURCH, *Advertising Manager, The Borden Sales Company, The Borden Bldg., 350 Madison Ave., New York*

"We feel that daytime radio hours are an outstanding value for us because they give us, at reasonable cost and with little waste, a selected audience of active, practical housewives. Eagle Brand Sweetened Condensed Milk is a specialized short-cut cooking ingredient of interest only to such an audience. Our morning recipe broadcasts have brought response from this audience effectively and economically."

•

W. K. KELLOGG, *President, Kellogg Company, Battle Creek, Michigan*

"The fact that we have continued the Kellogg Singing Lady program five afternoons a week for five years, speaks for itself. The daytime radio audience must be quite large, for we have received as many as 100,000 box tops in a single week from our Singing Lady program. Its effectiveness has been checked several times by house-to-house surveys. We are just now starting another daytime series in addition to the Singing Lady."

•

ISAAC W. CLEMENTS, *President, The Clements Company, 16th and Chestnut Sts., Philadelphia, Pa.*

"Over 90% of all dog food is purchased by housewives. This is the basic reason why we have been broadcasting Thrivo Dog Dramas during the daytime for over a year. Results have been excellent and the cost low. In daytime the housewife is alone at home. She not only seeks the companionship of radio but in her solitude is likely to devote closer attention to really informative commercials. Program competition is less keen, and our money buys a maximum number of the only listeners we seek—those who buy. Likewise, for Tastyeast, daytime broadcasting gives us many mothers for our money, and another client of ours has a daytime program now in its seventh year."

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WCAU, Philadelphia

Colgate-Palmolive-Peet Corp., Jersey City (Octagon soap), 2 weekly *t*, thru Benton & Bowles Inc., N. Y.

Crowell Pub. Co., New York (Woman's Home Companion), 13 *sp*.

Lever Bros. Co., Cambridge, Mass. (Lifebuoy soap), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

Household Finance Corp., Chicago (loans), 2 weekly *sp*, thru Charles Daniel Frey Co., Chicago.

General Mills Inc., Minneapolis (Wheaties), 6 weekly *sp*, thru Blackett - Sample - Hummert Inc., Chicago.

Johnston Educator Food Co., Cambridge, Mass. (Crax), 6 weekly *sa*, thru John W. Queen, Boston.

Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), weekly *t*, thru Wade Adv. Agency, Chicago.

WFLA, Tampa, Fla.

General Mills Inc., Minneapolis (Wheaties), 5 weekly *t*, direct.

General Electric Co., Cleveland (refrigerators), 5 weekly *sa*, thru Maxon Inc., Detroit.

Westinghouse Electric & Mfg. Co., Mansfield, O. (refrigerators), 4 daily *sa*, thru local distrib.

Grigsby-Grunow Co., Chicago (refrigerators), 3 weekly *t*, thru Florida distrib.

Welch Grape Juice Co., Westfield, N. Y., 3 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Griffin Mfg. Co., Brooklyn (shoe polish), 7 weekly *sa*, thru Bermingham, Castleman & Pierce Inc., N. Y.

W9XBY, Kansas City

General Mills Inc., Minneapolis (Wheaties), *baseball*, thru Blackett-Sample-Hummert Inc., Chicago.

Sterling Casualty Insurance Co., Chicago (Penny-A-Day insurance), 7 weekly *sa*, direct.

Geppert Studios, Des Moines (enlargements), 6 weekly *sa*, thru Lessing Adv. Agency, Des Moines.

Sherwin Williams Paint Co., Cleveland, 11 weekly *sa*, direct.

WAVE, Louisville

Stanback Medicine Co., Salisbury, N. C. (proprietary), daily *sa*, direct.

Dodge Dealers, Louisville (autos), daily *t*, thru Ruthrauff & Ryan Inc., N. Y.

Studebaker Dealers, Louisville (autos), 3 daily *sa*, thru Roche, Williams & Cunnynham Inc., Chicago.

WBBM, Chicago

Morton Salt Co., Chicago (table salt), rainy day *sa*, thru Blackett-Sample-Hummert Inc., Chicago.

Antrol Laboratories Inc., Los Angeles (insecticide), 3 weekly *sp*, thru Blackett - Sample - Hummert Inc., N. Y.

WCKY, Cincinnati

Zenith Radio Corp., Chicago (receiving sets), 52 *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

H. J. Heinz Co., Pittsburgh (food), 13 *sa*, thru Maxon Inc., Detroit.

WSOC, Charlotte, N. C.

Ex-Lax Mfg. Co., Brooklyn (proprietary), 2 weekly *t*, thru Joseph Katz Co., N. Y.

Watchtower Bible Society, Brooklyn, weekly *t*, placed locally.

KDKA, Pittsburgh

Household Finance Corp., Chicago (loans), 6 weekly *t*, thru Charles Daniel Frey Co., Chicago.

Gold Dust Corp., New York (shoe polish), 5 weekly *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Bowey's Inc., Chicago (Dari - Rich drink), weekly *t*, thru Russel C. Comer Adv. Co., Chicago.

Ball Bros. Co., Muncie, Ind. (fruit jars), 3 weekly *sp*, thru Applegate Adv. Agency, Muncie.

California Fruit Growers Exchange, Los Angeles (Sunkist), 12 weekly *sa*, thru Lord & Thomas, Los Angeles.

Sterling Products Co., New York (Phillips cosmetics), 3 weekly *sp*, thru Blackett - Sample - Hummert Inc., Chicago.

WJDX, Jackson, Miss.

Philco Radio & Television Corp., Philadelphia (radio receivers), weekly *t*, thru Hutchins Adv. Co., Inc., Rochester, N. Y.

Carter Medicine Co., New York (liver pills), 3 weekly *ta*, thru Street & Finney Inc., N. Y.

Pennzoil Co., Oil City, Pa. (oil products), 2 weekly *t*, direct.

Bireley's Inc., Hollywood (orangeade), weekly *t*, thru Philip J. Meany Co., Los Angeles.

Stanback Medicine Co., Salisbury, N. C. (proprietary), 6 weekly *sa*, thru J. Carson Brantley Adv. Agency, Salisbury, N. C.

KOMO-KJR, Seattle

Lever Bros. Co., Cambridge, Mass. (soap), 50 *sp*, thru Ruthrauff & Ryan Inc., N. Y.

Ball Bros. Co., Muncie, Ind. (fruit jars), 26 *sp*, thru Applegate Adv. Agency, Muncie.

Colgate - Palmolive - Peet Co., Jersey City (soap etc.), 26 *sp*, thru Benton & Bowles Inc., N. Y.

WMFJ, Daytona Beach, Fla.

Ward Baking Co., New York (bread), 6 weekly *sp*, thru local distrib.

Reid, Murdoch & Co., Chicago (Monarch food), weekly *t*, thru local distrib.

Baldwin Piano Co., Cincinnati, 12 weekly *sa*, direct.

KGB, San Diego

General Brewing Co., San Francisco (Lucky Lager), 2 daily *sa*, thru McCann-Erickson Inc., San Francisco.

WNAX, Yankton, S. D.

Associated Serum Producers Inc., Omaha (hog serum), 3 weekly *sa*, thru R. J. Potts & Co., Kansas City.

Hume Sinclair Coal Co., Kansas City (Tiger coal), 120 *sa*, thru Barrons Adv. Co. Inc., Kansas City.

Hamlin's Wizard Oil Co., Chicago (Wizaroyal), 3 daily *sp*, direct.

ITS Co., Elyria, O. (rubber soles, heels), 2 weekly *sa*, thru Carr Liggett Inc., Cleveland.

Storz Brewing Co., Omaha, 100 *sa*, thru Buchanan - Thomas Adv. Co., Omaha.

Willard Tablet Co., Chicago (proprietary), 78 *t*, thru First United Broadcasters Inc., Chicago.

WPTF, Raleigh, N. C.

Greyhound Management Inc., Cleveland (bus transport), 8 *t*, thru Beaumont & Hohman Inc., Cleveland.

Dr. Pepper Co., Dallas (beverages), 6 weekly *ta*, thru Tracy - Locke-Dawson Inc., Dallas.

Carter Medicine Co., New York (liver pills), 2 weekly *sa*, thru Street & Finney Inc., N. Y.

Ex-Lax Mfg. Co., Brooklyn (proprietary), 2 weekly *t*, thru Joseph Katz Co., Baltimore.

Dethol Mfg. Co., Washington (insecticide), 2 weekly *sa*, thru Aitkin-Kynett Co., Philadelphia.

WOOD-WASH, Grand Rapids

A-Penn Oil Co., Butler, Pa. (oil products), 7 weekly *sp*, thru Paris & Peart, N. Y.

Sperry & Hutchinson Inc., New York (trading stamps), 3 weekly *t*, thru Kimball, Hubbard & Powell Inc., N. Y.

Glaser-Crandell Co., Chicago (Derby mustard), 18 weekly *sa*, thru Russel C. Comer Adv. Co., Chicago.

WNEL, San Juan, P. R.

H. J. Heinz Co., Pittsburgh (food), 2 daily *t*, thru Broadcasting Abroad.

Lambert Pharmacal Co., St. Louis (Listerine), 2 daily *ta*, thru Broadcasting Abroad.

United Drug Co., Boston (Rexall), weekly *sp*, direct.

Colgate - Palmolive - Peet Co., Jersey City (soap), weekly *sp*, direct.

KOIN, Portland, Ore.

Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka - Seltzer), 3 weekly *t*, thru Wade Adv. Agency, Chicago.

Richfield Oil Co., Los Angeles (oil products), 3 weekly *t*, thru H. C. Bernsten Agency, Los Angeles.

RADIO REPAIRS

"Yer radio'sh all fixshed up!"

From Judge

WNAC, Boston

California Fruit Growers Exchange, Los Angeles (Sunkist), 2 daily *sa*, thru Lord & Thomas, Los Angeles.

General Mills Inc., Minneapolis (Wheaties), 156 *sp*, thru Merrill Adv. Co., N. Y.

Spratt's Patent Ltd., Newark (dog biscuits), weekly *sp*, thru Paris & Peart, N. Y.

Sales Affiliates Inc., New York (Inectint), 2 weekly *sa*, thru Grey Adv. Service Inc., N. Y.

First National Stores, Somerville, Mass. (chain retailers), 210 *sa*, thru Richardson Alley & Richards Co., Boston.

Sterling Products Co., New York (Calif. Syrup of Figs), 208 *sp*, thru Stack-Goble Adv. Agency, Chicago.

Sterling Products Co., New York (Phillips face cream), 117 *sp*, thru Blackett - Sample - Hummert Inc., Chicago.

WBAP, Fort Worth

Blatz Brewing Co., Milwaukee (Blatz beer), 6 weekly *sp*, thru local distrib.

Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), weekly *t*, thru Wade Adv. Agency, Chicago.

Bowey's Inc., Chicago (Dari - Rich drink), 2 weekly *t*, thru Russel C. Comer Adv. Co., Chicago.

Bulova Watch Co., New York (watches), daily *sa*, thru Biow Co. Inc., N. Y.

Quaker Oats Co., Chicago (cereal), 6 weekly *sp*, thru Lord & Thomas, Chicago.

Fawcett Publications, Minneapolis (Startling Detective Adventures), 6 *ta*, thru Critchfield-Graves Co., Minneapolis.

WICC, Bridgeport, Conn.

Carter Medicine Co., New York (liver pills), 3 weekly *ta*, thru Street & Finney Inc., N. Y.

Johnson Educator Food Co., Cambridge, Mass. (biscuits), 6 weekly *sa*, thru John W. Queen, Boston.

Lever Bros. Co., Cambridge, Mass. (Lifebuoy soap), 5 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

LaBlache Face Powder Co., New York, 6 weekly *sa*, thru Redfield-Johnstone Inc., N. Y.

Gold Dust Corp., New York (Silver Dust), 10 weekly *ta*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

KBTM, Jonesboro, Ark.

Midwest Dairy Products, Duquoin, Ill. (ice cream), 2 daily *sa*, direct.

C. F. Blanke Tea & Coffee Co., St. Louis, 5 daily *sa*, direct.

Hydrox Ice Cream Co., St. Louis, daily *sa*, direct.

Blair Milling Co., Atchison, Kan. (flour), 2 daily *sa*, 2 weekly *sp*, direct.

WDEV, Waterbury, Vt.

Montgomery Ward & Co., Chicago (retailer), 3 daily *sa*, thru local distrib.

Carter Medicine Co., New York (liver pills), 3 weekly *ta*, thru Street & Finney Inc., N. Y.

KGFF, Shawnee, Okla.

Watchtower Bible Society, Brooklyn, 156 *t*, thru local society.

Sears Roebuck & Co., Chicago (chain (retailer), 312 *sp*, thru local store.

Seiberling Rubber Co., Akron (tires, tubes), weekly *t*, thru local distrib.

WMAZ, Macon, Ga.

Ph. H. Postel Milling Co., Mascoutah, Ill. (packaged flour), 3 weekly *sp*, thru local Piggly Wiggly distrib.

WFIL, Philadelphia

Carlsbad Crystal Sales Co., New York (salts), 3 weekly *sp*, thru H. M. Kiesewetter Adv. Agency Inc., N. Y.

WKRC, Cincinnati

Funk & Wagnalls Co., New York (Literary Digest), 3 *sa*, thru Alvin Austin Adv. Agency, N. Y.

NETWORK ACCOUNTS

(All time EDST unless otherwise indicated)

ALBERS BROTHERS MILLING Co., Seattle (cereals), on Sept. 30 starts *Your Program* on 5 NBC-KPO stations, Mondays, 7:30-8 p. m. (PST). Agency: Erwin, Wasey & Co. Inc., Seattle.

PACIFIC COAST BORAX Co., Wilmington, Ca. (20 Mule Team Borax) on Oct. 1 renews for 18 weeks *Death Valley Days* on 5 NBC-KPO stations, Tuesdays, 9-9:30 p. m. (PST). Agency: McCann-Erickson Inc., San Francisco.

GENERAL FOODS Corp. (Log Cabin Syrup) on Sept. 25 starts *The Log Cabin* on 35 NBC-WEAF stations, Wednesdays, 10-10:15 p. m. Agency: Benton & Bowles Inc., N. Y.

ELGIN NATIONAL WATCH Co., Chicago, on Oct. 4 starts *Mills Brothers* on 57 NBC-WEAF stations, Fridays, 10:30-11 p. m. Agency: J. Walter Thompson Co., Chicago.

BETTER SPEECH INSTITUTE, Chicago (instruction) on July 28 started program on WMAQ, WTAM, Sundays, 2-2:15 p. m. Agency: Auspitz & Lee, Chicago.

JULIAN & KOKENGE Co., Columbus, O. (Footsaver shoes) on Sept. 8 starts *Musical Footnotes* on 16 CBS stations, Sundays, 12:30-12:45 p. m. Agency: Aubrey, Moore & Wallace Inc., Chicago.

CONSOLIDATED CIGAR Corp., New York (Harvester cigars), on Sept. 12 starts musical program on 26 CBS stations, Thursdays, 8-8:30 p. m. Agency: Aitkin-Kynett Co., Philadelphia.

ATWATER KENT MFG. Co., Philadelphia (radio receivers) on Sept. 19 starts concert program on 45 CBS stations, Thursdays, 8-8:30 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

MALTED CEREALS Co., Burlington, Vt. (Maltex) on Sept. 15 starts program on 24 CBS stations, Sundays, 10:35-11 a. m. Agency: S. C. Croot Co. Inc., N. Y.

GRUEN WATCH Co., Cincinnati, on Oct. 1 starts *Washington Merry-Go-Round on the Air* on 4 Mutual stations, Tues., Sat., 7:45-8 p. m. Agency: De Garmo-Kilborn Corp., N. Y.

KOLYNOS Co. Inc., New Haven (toothpaste) on Sept. 30 starts *Hammerstein Music Hall* on 21 NBC-WEAF stations, Mondays, 8-8:30 p. m. Agency: Blackett-Sample-Hummert Inc., Chicago.

BETTER SPEECH INSTITUTE, Chicago, on Aug. 18 starts *Words to the Wise* on 19 NBC-WEAF stations, Sundays, 2-2:15 p. m. Agency: Auspitz & Lee, Chicago.

PROCTER & GAMBLE Co., Cincincinnati (Dreft) on Aug. 12 renewed *Larry Larsen* on 9 NBC Midwest stations, Mon., Wed., Fri., 12-12:15 noon, changing Sept. 2 to *Pat Barnes* on 7 stations. Agency: Blackett-Sample-Hummert Inc., Chicago.

GENERAL FOODS Corp., New York (Sanka coffee) on Oct. 1 starts *Helen Hayes* on NBC-WJZ network, Tuesdays, 9-9:30 p. m. Agency: Young & Rubicam, N. Y.

CALIFORNIA TAXPAYERS ASSOCIATION, Los Angeles (political) on Aug. 12 only broadcast political talk on 8 Don Lee stations, 6:45-7 p. m. Agency: Lockwood-Shackelford Co., Los Angeles.

Roars That Are Real

REAL sound effects for *Flying Time*, NBC-WEAF serial to start Aug. 30, will be provided by the world's fastest planes when the cast, with director and writer, flies to Cleveland for the National Air Races. There the episodes will originate from the flying field itself. Willis Cooper, author of the series and NBC central division continuity editor, will write the scripts on the scene.

GREAT ATLANTIC & PACIFIC TEA Co., New York (food) on Oct. 1 starts *Kate Smith* on 30 CBS stations, Tues., Wed., Thurs., 7:30-7:45 p. m. Agency: Paris & Peart, N. Y.

RIT PRODUCTS Corp., Chicago (Koolox shaving cream) on Sept. 2 starts *Grandstand Thrills* on 3 Mutual stations, Mondays, 8:30-9 p. m. Agency: Earle Ludgin Inc., Chicago.

RADIO CORPORATION OF AMERICA, New York, on Sept. 29 starts program on 55 NBC-WEAF stations, Sundays, 2-3 p. m. (EST). Agency: Lord & Thomas, N. Y.

SPRATT'S PATENT Ltd., Newark (dog biscuits), on Sept. 29 starts *Albert Payson Terhune Dog Dramas* on 5 NBC-KPO stations, Sundays, 4:15-4:30 p. m. (EST). Agency: Paris & Peart, N. Y.

SPRATT'S PATENT Ltd., Newark (dog food) on Sept. 29 starts *Albert Payson Terhune Dog Dramas* on 4 Mutual stations, Sundays, 5:30-5:45 p. m. Agency: Paris & Peart, N. Y.

AMERICAN RADIATOR Co., New York on Aug. 11, 18 and 25 sponsors special relays of Salzburg Music Festival from Austria on 18 NBC-WJZ stations, Sundays, 11-12 noon. Agency: Blaker Adv. Agency Inc., N. Y.

SCOTT & BOWNE Inc., Bloomfield, N. J. (Scott's Emulsion), on Sept. 21 starts program on 18 NBC-WJZ stations, Sat. & Sun., 5:45-6 p. m. Agency: Marschalk & Pratt Inc., N. Y.

F. W. FITCH Co., Des Moines (shampoo), on Sept. 8 renews program on 41 NBC-WEAF stations, Sundays, 7:45-8 p. m. with repeat at 11 p. m. Agency: L. W. Ramsey Co., Davenport, Ia.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel cigarettes) on Oct. 1 starts *Camel Caravan* on Coast-to-Coast CBS network, Tuesdays, 9-9:30 p. m. (EST). Agency: Wm. Esty & Co. Inc., N. Y.

NBC CHANGES — CAMPANA SALES Co. on Sept. 6 adds 6 stations; S. GUMPERT Co. on Aug. 27 changes program to *Ralph Kirbery, the Dream Singer;* HAROLD F. RITCHIE & Co. on Sept. 17 adds 7 stations to NBC-WJZ network with 12:30-1 a. m. repeat; CARNATION Co. on Oct. 7 adds 17 stations; KRAFT-PHENIX CHEESE Corp. on Aug. 1 added 3 stations and adds 1 station Aug. 30; WILLIAM R. WARNER Co. on July 31 changed to *John Charles Thomas and His Neighbors.* . . .

DICK ENGLES, 12-year-old son of George Engles, NBC vice president, proved himself a better golfer than his dad when, after playing for only three weeks, he got a hole-in-one on the 150-yard green of a New Rochelle country club a few weeks ago.

BUTTE

Largest City in Montana!

WKY
Pays Out
for
Oklahoma City
Department
Stores
BROWN'S

Department store managers eye cash drawers critically for direct and immediate results from advertising investments. They gage the value of today's advertising by tomorrow's business.

So it means a lot that Oklahoma City's leading department stores . . . Kerr's for two years and McEwen's for three years . . . have been using WKY exclusively . . . . and that Brown's, WKY users for six years, released the heaviest broadcast schedule in its history during June, July and August.

Local advertisers know that WKY pays out best . . . and because it does, WKY carries the broadcast advertising of more local and national advertisers than any other Oklahoma City station.

WKY

OKLAHOMA CITY
NBC AFFILIATE
Affiliated with The Daily Oklahoman, the Times, and the Farmer-Stockman

NATIONAL REPRESENTATIVE — E. KATZ SPECIAL ADVERTISING AGENCY

★

32%
Sales Increase!

That's what
5 sponsors averaged from
"The Adventures of Sonny and Buddy"

Transcription Programs

"The Adventures of Sonny and Buddy" transcription series comprises 100 quarter-hour dramas. Each episode includes at least two musical numbers in addition to the regular theme music.

"Sonny and Buddy" is the ideal radio program for food accounts, especially bakeries, dairies, or cereal products. It is also quite adaptable to laundry advertising and juvenile wear. To assure satisfactory sales increases for each new sponsor sample merchandising material, with copy, is supplied.

All "Sonny and Buddy" programs were recorded in the RCA-Victor Hollywood studios.

New color and picture broadsides describing the series and merchandising methods, along with testimonials from sponsors and stations, are now available.
For these free broadsides and other information please write or wire:

Walter
Biddick
Company

568 Chamber of Commerce Bldg.
Los Angeles, California

Fox Starting Agency

Mr. Fox

J. LESLIE FOX, now with WLS, Chicago, on Sept. 1 will open his own advertising agency specializing in radio. It will be known as Radio Broadcasting Inc., with offices in LaSalle-Wacker Bldg., Chicago. Mr. Fox joined the commercial department of WLS about a year ago, coming from WGAR, Cleveland, which he had joined after leaving WMCA, New York. He started in radio at KFH, Wichita, then going to WSM, Nashville, as commercial manager.

Sell The Southwest with

SBS

Twelve Major Stations for Twelve Major Markets!

SOUTHWEST BROADCASTING SYSTEM

General Office — Fort Worth

AGENCIES AND REPRESENTATIVES

EDWARD F. TOWNSEND, for the last 12 years publishers' advertising representative in San Francisco, has been appointed Pacific Coast representative of the Paul H. Raymer Co., station representatives, succeeding Frank Whiting, who has gone East. Headquarters in San Francisco have been moved to 1548 Russ Building.

GEORGE ROESLER, Chicago, radio station representative, has been named as sales representative of WEBC, Duluth, Superior. Roesler will also represent WMFG, new 100-watter in Hibbing, Minn., which will begin operations in September. Both stations are owned by the Head of the Lakes Broadcasting Co. Inc., Duluth. He has also been named representative of WHBF, Rock Island, Ill.

FRANK A. HODGES Jr., until recently manager of media and space department for Frank Presbrey Co., New York, has been placed in charge of media by Cecil, Warwick & Cecil Inc., New York.

EARL T. IRWIN, new manager of the Detroit office of Free & Sleininger Inc., station representatives, is spending several weeks at the home office in Chicago. During his absence Russell Woodward will be in charge at Detroit.

C. G. COBURN, former Washington newspaperman and publicity counsel for the Construction Code Authority, has joined the publicity staff of J. Walter Thompson Co., New York, and is handling both radio and general campaigns.

NELSON CARTER, radio executive and manager of Beaumont & Hohman Inc., Omaha, and his bride were honeymooning in San Francisco following their marriage this month.

Silence at WOW

ALL was quiet at WOW, Omaha. Soothingly Russell Baker, announcer, intoned: "And now Aunt Sally is alone in her garden of memories. It is here she dreams the hours away, in quiet and peace . . . away from all noise and confusion." The studio door blew open. Two stock trains below whistled and bumped. Pigs squealed. A cow bellowed.

LYLE ROBERTSON, of the Chicago staff of Lord & Thomas, is directing the CBS series of *The Story of Mary Marlin* being sponsored by the International Cellucotton Co., Chicago (Quest and Kleenex), during Basil Laughrane's Canadian vacation.

JACK EDWARDS, of "Sonny & Buddy", stars in transcriptions of that title, has joined the sales staff of Walter Biddick Co., which also announces new offices at 1038 Exchange Bldg., Seattle.

GERALD PAGE-WOOD, recently with Roche, Williams & Cunnyngham Inc., Chicago, has returned to Erwin, Wasey & Co., Chicago, as vice president, succeeding Leo N. Burnett who resigned to establish his own agency in Chicago under the name of Burnett Co. Inc.

WALKER & DOWNING, Pittsburgh, and J. B. Rodgers Adv. Agency, of the same city have merged, with Mr. Rodgers joining the staff of Walker & Downing.

MICHAEL STIVERS, in charge of the Sydney, Australia, office of J. Walter Thompson Co., sailed for home from Los Angeles late in July after having been in this country two months in connection with Wrigley and other accounts. He took with him two new direct accounts for Australia, including radio advertising of Kellogg Co., Battle Creek, and Willard Storage Battery Co., Cleveland.

VAN C. NEWKIRK, former program director of KNX, and William Lawrence, at one time on the same station, Aug. 1 opened an office at 1560 N. Vine St., Hollywood, as Newkirk-Lawrence. They will do a general radio advertising, program and transcription business.

ROBERT WILKINSON, formerly in charge of publicity for CBS sponsored programs, and J. Vance Babb, who held a similar post with NBC, have joined the publicity department of Benton & Bowles Inc., New York.

RANDOLPH HEIZNER has been transferred by J. Stirling Getchell Inc., New York, to the Detroit office where he is handling the White Star Refining Co. account.

ARTHUR H. KENNY, account executive, has been transferred from San Francisco to the Los Angeles offices of Campbell-Ewald Co., and is handling radio along with other accounts.

WENLAND-GALLUP Inc., was established Aug. 1 at 3923 West Sixth St., Los Angeles, to handle a general agency business. It will include a radio division.

BLACKMAN ADV. AGENCY, New York, formerly the Blackman Co., will move Sept. 1 to the International Bldg., Rockefeller Center.

RADIO ADVERTISERS

JELL-WELL DESSERT Co., Los Angeles, which has named Lord & Thomas of that city to handle its radio advertising, is planning a new radio schedule to be announced soon. Products are Jiffy-Lou and Jell-Well desserts.

M. J. BREITENBACH Co., New York (Gude's Pepto-Mangan), planning to use radio again as its major medium, has placed its advertising with Brooke, Smith & French Inc., N. Y.

UNITED AMERICAN BOSCH Corp., Springfield, Mass. (radio receivers) plans a spot campaign to introduce its new line. E. T. Howard Co., New York, is the agency.

GARDINER MFG. Co., Buffalo (101 for baby clothes) has placed its advertising with Warman & Hall Inc., Buffalo.

EOPA Co., San Francisco (home remedies) has placed its account with Doremus & Co., San Francisco.

BRUTON BREWING Co., Baltimore, formerly Baltimore Brewing Co., using radio, is advertising through Emery Adv. Co. Inc., Baltimore.

WESTINGHOUSE ELECTRIC & MFG. Co., E. Pittsburgh, has named Fuller & Smith & Ross Inc., Cleveland, to handle its account.

PRINCE MACARONI Co., Boston, has placed its advertising with Moss Associates, New York.

CADILLAC MOTOR CAR Co., Detroit (Cadillac, LaSalle) has placed its account with MacManus, John & Adams Inc., Detroit.

H. P. CLEARWATER, Hallowell, Me. (proprietary) makes up lists from September to March, including radio. Agency: Stoneton Adv. Agency, Hallowell. Appropriation: $75,000 to $200,000.

MINNESOTA VALLEY CANNING Co., Le Sueur, Minn. (Del Maiz) has placed its account with Burnett Co. Inc., Chicago.

KELLY-SPRINGFIELD TIRE Co., Cumberland, Md., has placed its advertising with J. Stirling Getchell Inc., N. Y.

Geyer-Cornell Changes

GEYER, Cornell & Newell Inc., is the name under which the former Geyer-Cornell Co. Inc., of New York, will operate. The new member of the firm is H. W. Newell, formerly vice president of Frigidaire, subsidiary of General Motors. New York will continue to be the main office of the new firm, but a new office will be opened in Detroit, to handle the Kelvinator account which has recently been added to this firm's list of clients. Mr. Newell will handle this account personally. A large advertising campaign will be launched this fall for Kelvinator.

Reiter Adds to Firm

VIRGIL REITER Jr., station representative in Chicago, announces that on Aug. 17 his firm will be known as Reiter & Jaeger, with offices at 333 No. Michigan Ave., Chicago. The change was brought about by the addition to the firm of Charles Peter Jaeger, formerly with the *Chicago Tribune*, Macy & Klaner Inc. and the Webb Publishing Co. The firm will continue to represent WLW, Cincinnati; WCAU, Philadelphia, and WHAM, Rochester, in the Middle West.

"Plug" Kendrick says:

"Programs? Our fan-tested features* draw thousands of loyal Indiana listeners"

*Write for a copy of "Up-and-Coming Attractions" —WIRE fan-tested talent

WIRE

FORMERLY WKBF IN INDIANAPOLIS

D. E. "Plug" Kendrick, Vice Pres. & Gen. Mgr.

Affiliated NBC Station

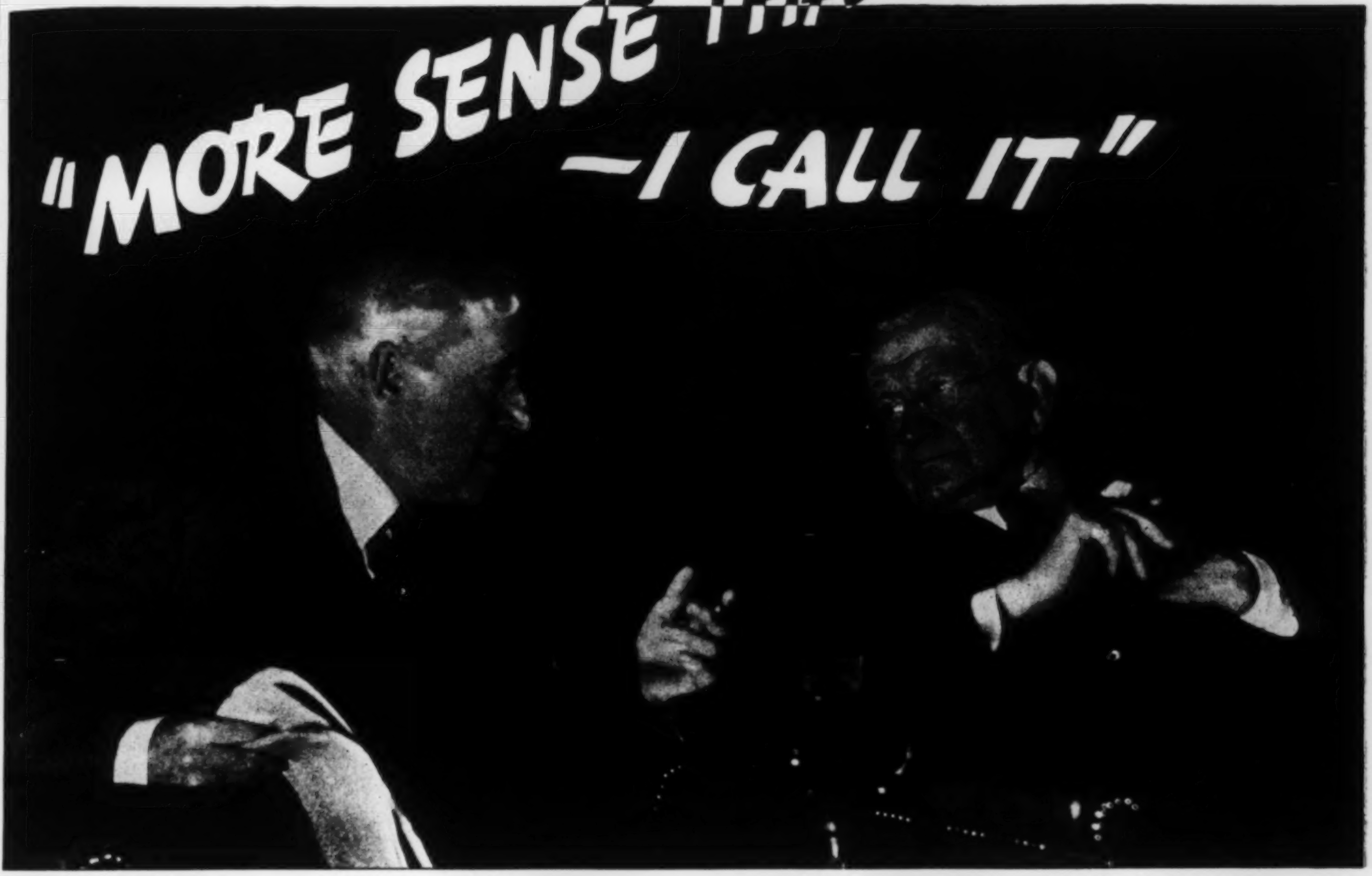
National Advertising Representatives:

PAUL H. RAYMER CO., New York — Chicago — San Francisco

BUTTE

The Largest Payroll in the Rockies!

"MORE SENSE THAN LUCK, —I CALL IT"



"It was no rabbit's foot that pulled them out of the red. It was WLW." Sales executives in many fields are finding that WLW does do something to the sales curve. Partly this is due to WLW's intensive coverage of its logical territory and to the way in which people just turn the dial to WLW and leave it there. Partly also to the *extra value*—the *uncountable "out-of-bounds" circulation* which WLW's incredible reach of 500,000 watts makes possible. Chances are that we have some interesting figures right in your line. Ask us for them.

WLW
"the Nation's Station"

500,000 Watts

The World's Most Powerful Broadcasting Station

THE CROSLEY RADIO CORPORATION - CINCINNATI

POWEL CROSLEY, Jr., *President*

PROGRAM NOTES

WJBK, Detroit, for the third consecutive year has contracted for broadcasting rights to hockey games in Olympia stadium, Detroit, and will give away 22,000 tickets to this season's games as a sales promotion scheme. Last year a brewery sponsor admitted fans for bottle caps, some 500,000 of them being received at the WJBK studios.

KWK, St. Louis, covered a fire at the Fisher Body Works in that city, having two reporters on the scene, one of them arriving ahead of the fire trucks. They phoned their reports to the studio.

WTCN, Minneapolis, has started *All in the Day's Work* in which workers in strange occupations are interviewed.

WWNC

Operated By The
Citizen Broadcasting Company, Inc.
ASHEVILLE, N. C.
★
The Quality
Market of the
Southeast!
★
May We Help You
Plan Your Fall
Campaign—NOW?

Full Time NBC Affiliate | *1,000 Watts*

YANKEE Network is devoting facilities of WAAB, Boston to a two-hour broadcast of racing results each afternoon, now that Massachusetts has legalized horse racing. Included is a broadcast of one race direct from Suffolk Downs, with Weston Adams at the microphone.

WFAS, White Plains, N. Y., has started *Summer Refreshments*, a hot-weather series sponsored by the Roger Smith Hotel. The history of cordials and other beverages on the hotel menu is reviewed, rounded out with music typical of the land from which the particular beverage comes.

WBNX, New York, will present a series of television talks, the first to be by Leon L. Litt, writer and lecturer on the subject whose articles have been syndicated by King Features and who is writing a book *The Romance of Television* to be published soon.

WHILE the Detroit baseball team, fighting to stay at the top of the American League, was on tour, WMBC, Detroit, has installed a public address system on a busy corner where Bob Evans, staff sports announcer, airs telegraphic play-by-play descriptions, thus avoiding the ban on baseball broadcasts.

CBS now is broadcasting *Down by Herman's*, a variety show set in a beer garden with German dialect, on a nationwide network. The program, keyed from WISN, Milwaukee, has been on the air only a short time.

AN HOUR variety show *To the Ladies* on WBNX, New York, variety series, is broadcast from 11 a. m. to noon, with Frank Johnson, director of the *Mr. & Mrs.* series as master of ceremonies.

WFAA, Dallas, is carrying a thrice weekly remote program from various departments of a Dallas department store, with the store's own orchestra supplying musical background and store representatives reading copy.

WINS on Air From Above

EVERY day WINS, New York, broadcasts from atop the Empire State building, with Earl Harper introducing out-of-towners to the radio audience. The microphone is placed farther above the street level—1048 feet—than any in the country. Here are (left to right) Mr. Harper, Jesse L. Kaufman, general manager of WINS; Joseph Tobin, assisting announcer; R. L. Ferguson, of the sales department.

WFBL, Syracuse, will broadcast four five-minute news periods daily, using INS reports, beginning Aug. 19. Produce and market reports will be added to the *Agricultural Program* and women's news will be included in the afternoon *Magazine of the Air*. Financial news is used in the *This & That* early evening cooperative commercial, and sports on two programs.

HELEN HARVEY has been added to the staff of KSFO, San Francisco, as commentator on the *Hollywood Silhouettes*, assisting Jack Moyles, announcer, who announces the daily afternoon broadcast. She gives the woman's side of Hollywood.

"PEOPLE vs. Murder" is the title of a new mystery series on KSFO, San Francisco. During the 15-minute Thursday night broadcast, all clues necessary are supplied. Listeners telephone their solutions and the case is completed in another 15 minute broadcast, released half an hour later. First listener with correct solution is given credit over the air.

USING United Press news, KTAT, Fort Worth, is now broadcasting seven news periods daily for a total of about 60 minutes. Local news is supplied by the *Fort Worth Press*.

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Madison.

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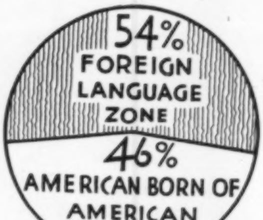
business o

IOWA NETWORK
GROWING!
SOLD!--15 hours, 45 minutes, network commercials every week.
Inquire now about advantages of this network set-up.
THE IOWA BROADCASTING SYSTEM
The Des Moines Register and Tribune

KRNT CBS BASIC Des Moines | WMT NBC BASIC BLUE Cedar Rapids-Waterloo | KSO NBC BASIC BLUE Des Moines



W B N

Because W
every nat
reach this
intimately,
inexpensive

WBNX—New York

Write for New Booklet—"Concentrated M

AFTER six months on the air the *Living Bible Dramas* broadcast by WAAF, Chicago, each Sunday morning have become a regular part of the Sunday School services at many churches in the Chicago area. Written and produced by Robert W. Fling under the direction of the Chicago Bible Society, these dramas are now portraying outstanding figures of the Bible. They follow the International lesson plans of the approved uniform schedule for Sunday Schools and will be broadcast during the next six months, interrupted only by a *Life of Christ* series to be broadcast during December.

SCENES from *The Taming of the Shrew*, Shakespearian comedy, were broadcast in the modern manner with sound effects of pistols, automobiles and motorcycles, in a broadcast conducted by Union College, over WGY, Schenectady.

KXYZ, Houston, will put on a two-hour DX program at 3:30 a. m. Sept. 22, using WBS discs, at the request of F. Crosado, of New Zealand.

A NEW program called *Sports Views, Reviews and Interviews* is sponsored by the Pendleton Woolen Mills, Portland, Ore., over KGW, featuring Rollie Truitt. Written and produced by Dave Drummond, KGW - KEX staff writer, it brings to the microphone visiting sport celebrities.

WHILE on vacation the voice of Morrie Condon, of WGAR, Cleveland, is featured on the *Al & Pete Matinee* by means of transcriptions. Several opening and closing announcements were recorded and are used from time to time.

A NEW program on KOIN, Portland, Ore., is *Northwestern Neighbors*,. sponsored by Northwestern Electric Co., Portland, in which a person who has gained state or national eminence is introduced and his life story narrated.

WDEV, Waterbury, Vt., is staging a *Salute to Summer* series produced by Broadcast Builders, Hanover, N. H., each half-hour program receiving local sponsorship. Scenic and historical items directed to summer visitors in Vermont and New Hampshire are featured.

EARLY history of Craighead County is sponsored on KBTM, Jonesboro, Ark., by C. A. Stuck & Son's Lumber Co., of Jonesboro, with a cast of 12 reenacting early days in that section. Students of two local colleges cooperate in presenting the programs.

WDSU, New Orleans, entertained 28,000 at Pontchartrain Beach at a "WDSU Day", sponsored by the station.

SUMMER sessions of the University of Wisconsin are being broadcast direct from the classroom by WHA, Madison.

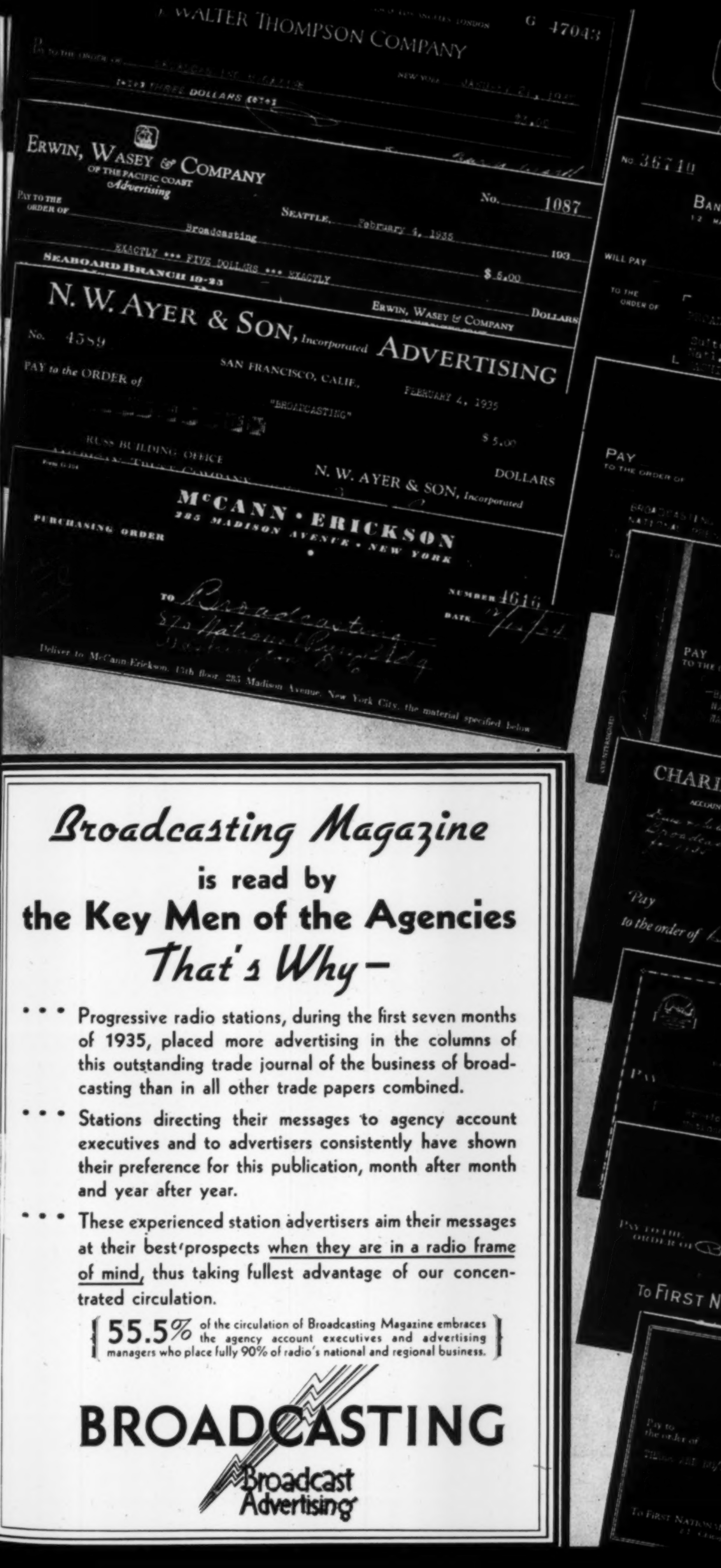
EVERY Monday night city officials of Chatham, Ont., and surrounding cities give listeners an account of city business over CFCO, Chatham.

N X

MARKS
THE
SPOT

ecause WBNX appeals to very nationality, you can each this rich trading area *ntimately, intelligently and nexpensively!*

ncentrated Market Coverage"



WALTER THOMPSON COMPANY G 47043
PAY TO THE ORDER OF BROADCASTING MAGAZINE
NEW YORK JANUARY 21, 1935
THREE DOLLARS
$3.00

ERWIN, WASEY & COMPANY OF THE PACIFIC COAST *Advertising*
No. 1087
PAY TO THE ORDER OF Broadcasting
SEATTLE, February 4, 1935
EXACTLY ••• FIVE DOLLARS ••• EXACTLY $ 5.00 DOLLARS
SEABOARD BRANCH 19-23
ERWIN, WASEY & COMPANY

N. W. AYER & SON, *Incorporated* ADVERTISING
No. 4589
SAN FRANCISCO, CALIF. FEBRUARY 4, 1935
PAY *to the* ORDER *of* "BROADCASTING"
$ 5.00 DOLLARS
RUSS BUILDING OFFICE
N. W. AYER & SON, *Incorporated*

McCANN • ERICKSON
285 MADISON AVENUE • NEW YORK
PURCHASING ORDER
TO Broadcasting
870 National Press Bldg
Washington D.C.
NUMBER 4616
DATE 12/12/34
Deliver to McCann-Erickson, 13th floor, 285 Madison Avenue, New York City, the material specified below

No. 36710
WILL PAY
TO THE ORDER OF
PAY TO THE ORDER OF
CHARI
PAY *to the order of*
To FIRST N

Broadcasting Magazine
is read by
the Key Men of the Agencies
That's Why—

- • • Progressive radio stations, during the first seven months of 1935, placed more advertising in the columns of this outstanding trade journal of the business of broadcasting than in all other trade papers combined.
- • • Stations directing their messages to agency account executives and to advertisers consistently have shown their preference for this publication, month after month and year after year.
- • • These experienced station advertisers aim their messages at their best prospects when they are in a radio frame of mind, thus taking fullest advantage of our concentrated circulation.

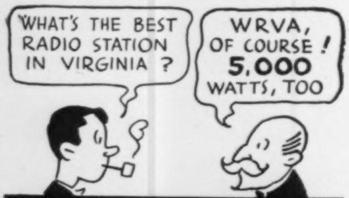
{ 55.5% of the circulation of Broadcasting Magazine embraces the agency account executives and advertising managers who place fully 90% of radio's national and regional business. }

BROADCASTING
Broadcast Advertising

Astrologer Banned

ALBERT S. COOLEY, known as "Daddy Rango", astrologer and health broadcaster cited in FCC hearings, has been banned from the air by Mexico, the ruling having been issued at Tijuana July 31 by Mexican immigration officials. Cooley allegedly used a ficticious passport. The *Daddy Rango* programs had been heard on certain California stations until about two years ago.

"SELLING Radio Advertising, How and Why," is the title of a booklet compiled by Major Edney Ridge, director of WBIG, Greensboro, N. C., for the use of his commercial department.


WHAT'S THE BEST RADIO STATION IN VIRGINIA ?
WRVA, OF COURSE ! 5,000 WATTS, TOO

5000 WATTS

WRVA

RICHMOND, VA.

STUDIO NOTES

WHILE a baseball game was being broadcast Aug. 1, WBBM's transmitter in Glenview, Ill., was struck by lightning, completely destroying the generator that supplies the current to the plates of the transmitting tubes and throwing the station off the air for seven minutes until the auxiliary trânsmitter could be brought into use.

NEW studios of KNX, Hollywood, were to be ready Aug. 15 with two weeks allowed for necessary moving. The new quarters are in a completely refinished and remodeled one-story and a mezzanine building at the corner of Sunset Blvd. and North Gordon St., Hollywood. Formal dedication will take place early in September, according to Guy Earl, president.

WORK on a huge mural for studios of WIBM, Jackson, Mich., has been started by Allan Thomas, the picture to be 38 x 7 feet. A floodlight system will illuminate the mural, which will be started about Sept. 1 and require ten weeks actual painting. WIBM has erected a large display panel which advises approaching tourists to tune to its frequency.

STUDIOS of WSOC, Charlotte, N. C., have been completely overhauled. A novel innovation in sound effects is an automobile program in which noise of automobiles running and a band playing is used to create the effect of the announcer reviewing a mammoth parade of the used cars of a local auto sponsor.

In Kansas City, Take Dr. Pratt's Prescription—

BEFORE Advertising on WHB

AFTER Advertising on WHB

SOUR PUSS

PRETTY PUSS

DR. RUSSELL PRATT, Ph. D. (Doctor of Phun), former member of the radio team, "The Two Doctors" (Pratt & Sherman), has joined WHB after 10 years at WMAQ, KYW and KMOX, and numerous sponsorships on NBC and CBS. His witty programs and deft showmanship are winning new listeners for Kansas City's dominant daytime station—WHB. Write for details of Doctor Pratt's programs available for sponsorship.

WHB

FACT BOOK • FREE!

64-pages of pictures, people, programs, popularity polls. If you're spending money for radio advertising in the Kansas City area, you owe it to yourself to read a copy. SENT FREE ON REQUEST. Shows why WHB delivers the "most listeners per dollar" of advertising expenditure.

DON DAVIS, President JOHN T. SCHILLING, General Manager

KANSAS CITY'S DOMINANT DAYTIME STATION

COBRA MILKED—IN NBC studio with the radio audience hearing the proceedings as enough venom was extracted from the 11-foot cobra, named Naja Hannah, to kill 70 men. The venom of the jungle terror is used for medical experiments. The two milkers at the right are Carol Stryker, director of the Staten Island zoo, and Clifford H. Pope, curator of reptiles of the American Museum of Natural History.

CLEVELAND stations have organized a soft-ball league, with a Cleveland jeweler offering a permanent silver trophy. In competition recently scores were WGAR 11-WTAM 2; WGAR 4-WJAY 3, entitling WGAR to the trophy for a year. Ellis VanderPyl, commercial manager, and Worth Kramer, schedule manager, highlighted the WGAR team.

WITHIN a few hours WLAP, Lexington, Ky., raised $1,000 for local destitute when Manager Winston L. Clark took the microphone and broadcast an appeal for funds.

WGN, Chicago, has put its new auxiliary studio in Tribune Tower into service. Acoustic treatment is by Johns-Mansville Co., using Transite. RCA supplied pick-up equipment on specifications of Carl J. Meyers, chief engineer of WGN.

OPEN HOUSE at the opening of the new home of WHA, Madison, attracted thousands of visitors who inspected the equipment as well as Navajo decorations and the largest radio pipe organ in the state.

Pepsin Syrup Discs

PEPSIN SYRUP Co., Monticello, Ill. (Dr. Caldwell's Syrup of Pepsin), is transcribing *The Monticello Party Line*, a humorous drama of small town life, which will be placed this fall over 20 Southern and Western stations. The scripts are written by Sandra Michael and the programs are being transcribed in the Chicago studios of the Columbia Phonograph Co. by the Cramer-Krasselt Adv. Agency, Milwaukee.

TRANSCRIPTIONS

BRINGING the total number of clients now served by the World Program Service to 127, WBS announces the addition of the following stations to its list: WTMJ, Milwaukee; WSAI, Cincinnati; KVSO, Ardmore, Okla.; WFBR, Baltimore; KTAT, Ft. Worth.

AUDISK Corp., San Francisco transcription producer, is cutting a quarter-hour 26-episode railroad serial of 30 years ago, *The Green Valley Line*, to be syndicated to stations for sustaining and re-sale to sponsors. Col. Rhys Davies, short-story writer and adventurer, has written the script. Audisk Corp., has also cut 12 dramatized one-minute announcements for the Roger's Fashion Lane, Oakland, Cal., (men's clothes) which has been placed direct with KSFO, San Francisco; KROW, Oakland; KQW, San Jose, and other northern California stations.

MASON B. MOLTZNER has been appointed production manager of Titan Productions Inc., San Francisco transcription firm. He was formerly in charge of radio for the Associated Advertising Service, Portland, Ore., and produced several programs on KGW, in that city. Moltzner is the author of two books, *My Kingdom Come*, and *True Tales*.

MacGREGOR & SOLLIE Inc., San Francisco transcription producer, is recording a 15-minute 312-episode, semi-children's serial, *The Brown Family*.

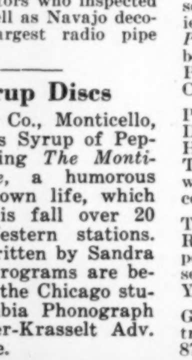
TITAN PRODUCTIONS Inc., San Francisco transcription concern, is recording a 15-minute 39-episode football series, *The Building of a Champion*, written by John Eggers. Titan Productions is also cutting a quarter-hour 26 program mystery serial *Tropic Terrors*. Walter Patterson is the script writer.

EARNSHAW RADIO PRODUCTIONS, Hollywood, issued its annual catalog Aug. 1, with new transcriptions including a 15-minute series of Don Ricardo's orchestra and *Portraits in Literature*, designed for bookshop sponsorship and written by Prof. William E. Walsh, of Regis College, Denver.

PARAMOUNT RECORDING STUDIOS have been established at 6425 Hollywood Blvd., Hollywood, by Atze Taconis and Harry Stoddard, song writers. Both audition discs and recorded productions are planned.

TRANSCRIPTION SERVICE BUREAU, Hollywood, has named Kasper-Gordon studios, Boston, as representatives for New England and New York.

GEORGE H. FIELD, New York transcription producer, has moved to 875 West End Ave., New York.



KVI

COVERING THE TACOMA SEATTLE MARKETS

TWO markets at the price of ONE

Transmitter located midway between Seattle and Tacoma.

1000 watts 570 kc.

Pioneer CBS Station in the Pacific Northwest

FREE & SLEININGER INC.
National Representatives

EQUIPMENT

REMLER Co. Ltd., San Francisco, has introduced a high-fidelity remote amplifier AP3-18S, housed in two attractive portable units. It is designed for use with three dynamic, velocity or inductor microphones without pre-amplification. Channels one and two may be provided with power supply for condenser microphone. Refinements include a line-test feature controlled by a panel switch which introduces a small AC signal of power-line frequency into the amplifier input. This appears in the output of the amplifier and is indicated by the VI meter. The reading is controlled by the master gain attenuator.

A NEW uni-directional microphone, Model UD-3, announced by Brush Development Co., Cleveland, is sensitive to sound in a field extending over 180 degrees. It is dead at the back, eliminating interference from reflection, audience noise, etc. A switch permits a change to non-directional at will. No button current or polarizing voltage is needed and the assembly is light in weight as well as small in size, although ruggedly constructed.

WBNX, New York, will erect a new type 190-foot quarter-wave antenna at the site of its present transmitter on the Palisades at Cliffside, N. J., as part of its extensive installation of new equipment. A three-legged self-supporting radiator will be embedded in the rock on the Hudson heights, where elimination of disturbances and greater clarity of signal is to be possible. The top will be lighted with a 300 milometer aircraft beacon automatically adjusted to flash on at 6 p. m. It weighs 150 pounds.

WSOC, Charlotte, N. C., has installed Amperite velocity microphones and Collins pre-amplifiers. The test rack now includes a beat-frequency oscillator designed by the staff and a National oscilloscope with an associated linear sweep circuit. General Radio distortion and modulation equipment is being installed.

WNAX, Yankton, S. D., is erecting a 450-foot vertical radiator, manufactured by Blaw-Knox Co., Pittsburgh, and plans to be on the air with 5,000 watts by Oct. 1. Harry A. Seils, chief engineer, is in charge of construction and removal of the transmitter to the new site near Yankton.

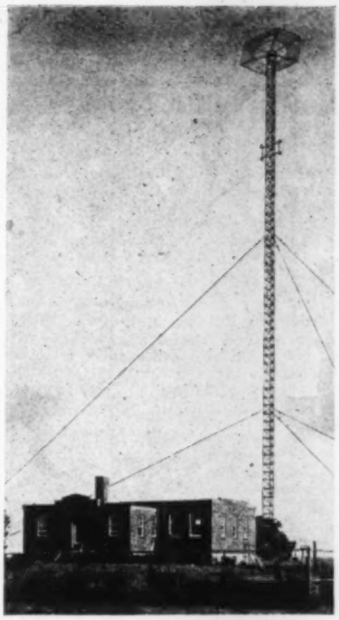
KRKD - KFSG, Los Angeles, have completed installation of a 2½ kw. linear amplifier and 7500 volt three-phase full-wave rectifier to add to the present Western Electric 1 kw. transmitter. Also being installed are new speech input equipment and an RCA 49A cathode ray oscillograph as well as an Audio Products Co. beat frequency oscillator.

WFLA, Tampa, Fla., is installing new Western Electric equipment at its Tarr building studios, everything from microphones to amplifiers being in duplicate. An air conditioner was placed in operation in August.

KWKH, Shreveport, La., will completely outfit its studios with RCA equipment when remodeling is completed. New RCA turntables have been installed and an air-conditioning system is planned.

NEW equipment is being installed at KWTO-KGBX, Springfield, Mo., by Fritz Bauer, chief engineer, in preparation for power increases. New transmitters and towers are included in the installation.

BUTTE
Where Business
is *Good!*



Projected New WMAQ Radiator

KFRC, San Francisco, has installed new Western Electric transmitting equipment, under the supervision of Harold G. Peery, chief engineer of the Don Lee System, and Alan Cormack, in charge of KFRC's engineering staff. The station will start operating Aug. 17 under its increased power of 5,000 watts daytime. New speech input and amplifying equipment has been added. A new monitor control room was recently completed and others are in the process of being built for individual studios. To broadcast special events from remote spots, the Don Lee engineering department is building two broadcasting trucks to be used by KHJ, Los Angeles and KFRC, San Francisco.

WEBQ, Harrisburg, Ill., has contracted with Blaw-Knox Co., Pittsburgh, for a self-supporting vertical antenna to rise 210 feet above the First Trust & Savings Bank bldg., where the station is located. Work is to be completed about Sept. 1.

WQAM, Miami, has installed a new Delta A rectifier unit and complete Presto recording studio, as well as noise level and distortion indicator in conjunction with a General Radio high-speed modulation monitor.

CFCO, Chatham, Ont., has installed Amperite velocity microphones in every studio. They were purchased from Canadian Radio Products.

WJAY
Cleveland
610 Kilocycles
An Independent Station
with
BIG Coverage
in Ohio

New Radiator of WMAQ To Have Novel Features

PREPARING for its increase in power this fall, a new 490-foot vertical radiator and 50,000-watt transmitter equipment is being erected by WMAQ, Chicago, on a 27-acre site near Bloomingdale, 25 miles west of the Loop. Structural steel work on the non-tapered, three-sided antenna tower—first of its kind in the country—will be finished soon but the job of installing and adjusting transmitter apparatus will require several weeks.

The completed broadcaster, expected to cost in excess of $200,000, is eight miles west of the old 5,000 watt, two-tower transmitter now in use at Elmhurst, Ill. Work is being carried on under the direction of Raymond F. Guy, NBC radio facilities engineer. Carl Dietsch is resident engineer and he is being assisted by Howard Luttgens, NBC Central Division engineer, and Walter Lindsay, station engineer.

Steel in the tower was fabricated by the International Stacey Co., of Columbus, O., from designs by NBC engineers. Daniel Elkins of Villa Park, Ill., is building contractor and steel erection is by Hartenstien and Zane.

A 60-foot capacity top tuner, believed to be the largest outrigger ever built, will surmount the slender triangular tower, which NBC engineers predict will be a model of efficiency.

Thirty-five tons of steel and 12,500 bolts will be used in the completed antenna, and more than eleven miles of copper strap, buried in six radials from the radiator base, form the ground system.

"When You
Choose the
Busiest
Station,

You play
SAFE."

●

For three years the fastest growing medium in Syracuse

-W-S-Y-R-

CKLW
SEND YOUR MESSAGE *Straight* TO ITS MARK
The Big Healthy Detroit Market
Use
CKLW
THE STATION
DETROITERS
LISTEN TO AND
RESPOND TO

CKLW
ALONE
COVERS THE
THRIVING
DETROIT AREA
COMPLETELY

5000 WATTS
Windsor Offices . . . .
Guaranty Trust Bldg.
Detroit Offices . . . .
Union Guardian Bldg.

REPRESENTATIVES
J. H. McGILLVRA, New York
JOHN KETTLEWELL, Chicago

OVER 200

New contracts were signed during the first ten days of July.

We modestly suggest that national accounts make early reservations for five and fifteen minute spots —The price is right—we believe the demand will be great.

WMEX

1500 kc — 250 w L.S. — 100 w N.

HOTEL MANGER — BOSTON
In America's Fourth Market
Tel. CAPitol 7560—Teletype Bos. 157

Directory of Railway Advertising Executives . . .

(*Continued from page 9*)

Lehigh Valley R. R., New York; G. Kaiser, A.M.; Agency: J. Walter Thompson Co., New York.
*Louisville & Nashville R. R., Louisville; F. A. Russell, A.M.; Agency: Gardner Adv. Co., Louisville, also direct.
Maine Central R. R., Portland, Me.; H. L. Baldwin, A. M.; placed direct. Doremus & Co., New York City.
Michigan Central R. R., Chicago; P. V. D. Lockwood, A.M.; Agency: Lord & Thomas, Chicago.
Minneapolis, St. Paul & Sault Ste. Marie, R. R., Minneapolis (Soo Line); L. P. Green, A.M.; Agency: Erwin, Wasey & Co., Minneapolis. Reincke-Ellis Co., Chicago.
Missouri - Kansas - Texas Lines, St. Louis (Katy Route); J. F. Rector, A.M.; Agencies: Anfenger Adv. Agency, St. Louis; Tracy - Locke-Dawson Inc., Dallas.
*Missouri Pacific Lines, St. Louis, E. H. McReynolds, A. Dir.; placed direct.
New York Central Lines, New York; P. V. D. Lockwood, A.M.; Agency: Lord & Thomas, New York.
New York, Chicago & St. Louis R. R., Cleveland (Nickel Plate Road); F. E. Heibel, A.M.; Agency: Powers-House Co., Cleveland.
New York, New Haven & Hartford R. R., Boston; S. A. Boyer, A.M.; Agency: Wendell P. Colton Co., New York; The Goulston Co., Boston.
*Northern Pacific R. R., St. Paul; L. L. Perrin, A.M.; Agencies: Strang & Prosser Adv. Agency, Seattle; Stack-Goble Co., Chicago.
Pennsylvania Railroad, Philadelphia; H. L. Wier, Ass't A.M.; Agency: Al Paul Lefton Co., Philadelphia.
Pere Marquette R. R., Detroit; Agency: Campbell-Ewald Co., Detroit.
Reading R. R., Philadelphia; Agency: Tracy-Parry Co., Philadelphia.
St. Louis-San Francisco R. R., St. Louis; Henry C. James, A.M.; Agencies: Gardner Adv. Co., St. Louis; R. J. Potts & Co., Kansas City.
St. Louis Southwestern R. R., St. Louis; A. C. McKibbin, A.M.; placed direct.
*Seaboard Air Line R. R., Norfolk, Va.; Paul J. Byrne, A.M.; Agency: The Caples Co., New York.
*Southern Pacific R. R., San Francisco; F. Q. Treadway, A.M.; Agency: Lord & Thomas, San Francisco.
*Southern Railway Washington, D. C.; Agency: Johnson-Dallis Co., Atlanta.
Texas & Pacific R. R., Dallas; Agency: Johnston Adv. Agency, Dallas.
Union Pacific R. R., Omaha; H. B. Northcott, A.M.; Agency: The Caples Co., Chicago.
Union Pacific System, Los Angeles; C. E. Miller, A.M.; Agency: Bowman - Deute - Cummings Inc., Los Angeles.
*Wabash R. R., St. Louis; L. Rausch, A.M.; Agency: Chappelow Adv. Co., St. Louis.
*Western Ass'n of Railway Executives, Chicago; Agency: Reincke-Ellis-Younggreen & Finn, Chicago.

Press Radio Situation

(*Continued from page 13*)

article dealing with the press-radio situation, page 7. There is no truth whatsoever in the report as carried in the last paragraph of that article to the effect that Trans-radio has filed an application with the FCC in opposition to the renewal of the licenses for radio station WFBL and the eight Don Lee network stations.

"Our application specified the 14 NBC owned or managed stations and the seven CBS owned or managed stations, but no other stations, were involved. The error evidently arose from the coincidence that several network affiliated stations were due for renewal of license hearings at or about the same time as the network owned or operated stations, which might have caused confusion in some peoples minds. Our action was concerned entirely with network owned or operated stations."

STAFF members of WISN, Milwaukee, acted as guest columnist for Vivian Gardner, radio editor of the *Milwaukee Wisconsin News*, Hearst newspaper affiliated with WISN, during her early August vacation.

18 HOURS!

Full-time every day in the year. Only full-time station in Tulsa and northeastern Oklahoma.

KTUL

United Press news. Standard Library Service and N. B. C. "Thesaurus". When it's new it's on KTUL.

TULSA

Urges Rail Advertising

(*Continued from page 9*)

AAAA, we think our July 1 editorial warrants repetition here. It read as follows:

"Radio and Railroads"

THE RATHER dubious distinction of being among the least progressive of major industries in a promotional way probably goes to the railroads. They have lost passenger traffic to buses, airplanes and private automobiles simply because they have not kept abreast of the times. There has been a notable exception—the Chesapeake & Ohio—which has shown the way not only by inaugurating air-conditioned equipment and installing radios, but by advertising it over the radio. In its territory it has forged far ahead of the competitive services.

Several years ago the major Eastern lines entered into a compact not to use radio advertising and certain other types of media. C. & O., under the guidance of its aggressive vice president, L. C. Probert, did not go along. He started a new era in railroading. Competitive lines at first were inclined to scoff at the C. & O. mode of modernizing its service in the face of depressed times, and openly pooh-poohed his radio advertising. But when their traffic began to drop as C. & O.'s increased they stopped their scoffing. They even began to grumble.

Last January Joseph B. Eastman, railroad coordinator, issued a report based on a comprehensive investigation of the railroad passenger traffic situation. He concluded that the loss of passenger traffic "is due to failure to keep pace with modern methods of marketing, servicing, pricing and selling." He backed this up with a recommendation that they advertise and promote their services and he included radio in this recommendation.

"The market which the passenger traffic force must sell consists of about 30 million families or 76 million adults," said Coordinator Eastman. "Carriers must reach this market as do the purveyors of these other 'enjoyables' by advertising, institutional, promotional, specific, periodical, radio, outdoor and visual."

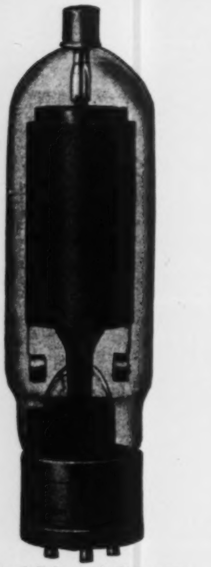
One of the first reactions to this recommendation was the campaign of Western Lines to stimulate travel to the West. Spot announcements are being used on some 60 stations, along with display space in newspapers and magazines. But the Eastern railroads' compact — to which the New York Central, the Pennsylvania and the Baltimore & Ohio still adhere—continues to debar radio from advertising campaigns.

Radio already has proved itself the most effective medium for many passenger carriers. It is time that the larger carriers, particularly those in the East who signed the anti-radio compact, forget their smugness and follow the recommendation of Coordinator Eastman. He is simply trying to show them how they can help themselves.

Estate Uses 3 Stations

ESTATE STOVE Co., Cincinnati, returns to the air Aug. 20 with the *Heatrolatown* Herald on WLW, Cincinnati, WGN, Chicago and WJAS, Pittsburgh, a half-hour program Tuesdays 8-8:30 p. m. Ralph H. Jones Co., Cincinnati, is the agency.

BUTTE
Home of
KGIR



FTC

Being Used by More and More
BROADCASTERS
Strictly on Merit!

• F-353-A, half wave rectifier illustrated at left, is just one of a long line of Federal Telegraph Company tubes being used by more and more broadcasters strictly on merit.

• Complete shielding of mercury vapor rectifiers has resulted in improved operating efficiency. A special filament core material insures permanency of the oxide coating and prevents flaking.

• Satisfactory performance, long life expectancy and economy in operation—these are the ultimate in any rectifier tube. Federal Telegraph Company has combined all three to a remarkable degree. Write for catalog.

Federal Telegraph Company
200 Mt. Pleasant Avenue, Newark, N. J.

Affiliated with: International Telephone and Telegraph Corporation

Federal Telegraph Company Tube F-353-A Half Wave Rectifier (interchangeable with UV-872 and UV-872-A). Made under Federal Company owned patents.

DOMINION OFFICIALS—Regional program directors of the CRC got together recently at Ottawa for their annual convention. Left to right they are Stanley Maxted, Toronto; Horace Stovin, Regina; Charles Shearer, Ottawa; Ernest L. Bushnell, Ottawa; J. Arthur Dupont, Ottawa; George A. Taggart, Ottawa; Chairman Hector Charlesworth; A. H. Houde, Quebec; J. Frank Willis, Halifax; Horace Brown, Ottawa; George A. Wright, Vancouver; R. Rooney Pelletier, Montreal.

New Bisquick Tests

GENERAL MILLS Inc., Minneapolis, about Sept. 1 will start a test campaign over a half-dozen stations for Bisquick, using 20-second transcribed announcements six times daily six days per week. Should the campaign, an innovation in spot broadcasting, prove successful, it is understood that the schedule will be extended to nation-wide proportions. The announcements, being produced by Mid-West Broadcasting Co., Inc., transcription and programming organization in Minneapolis, are in the nature of dramatized "reminder" spots. The account is being handled by Knox-Reeves, Inc., Minneapolis agency.

Splendid Salzburg Relay

SPLENDID reception of the first of the three one-hour short wave relay broadcasts from the Salzburg music festival in Austria, sponsored over an NBC-WEAF network Sundays, 10-11 a. m., EST, starting Aug. 11, is regarded in radio circles as auguring well for further sponsorship of unusual international broadcasts. The sponsor is the American Radiator Co., which is using considerable "spotlight" space on newspaper radio pages to call attention to the unusual feature. Blaker Advertising Agency Inc., New York, handles the account.

SEMINOLE PAPER Corp., Chicago, will use spot advertising this fall in offering a premium for wrappers. Paris & Peart, New York, is the agency.

Declines Grid Sponsors

ON THE THEORY that the sponsor would be in a position to decide which games shall be broadcast, WGN, Chicago, has announced that the 13 football games it will carry this fall will not be sponsored. Quin Ryan, star announcer and manager of WGN, will again broadcast the games, which include four intersectionals and seven Big Ten games, all via special wires. Decision to present the games on a non-commercial basis is in the face of the fact that most of the colleges have sold broadcast privileges to various sponsors.

KNEL are the call letters assigned by the FCC to the new 100-watt station authorized for erection by G. L. Burns at Brady, Tex.

CKNC, Toronto, Leased By Canadian Commission

CKNC, Toronto 100-watt station, was scheduled to close its doors at the end of August when the CRC announced that it will lease the station, making the second Commission station in Toronto. Call letters have not been announced.

CKNC was owned by the Canadian National Carbon Co. Ltd., and is in the same building as the Commission station, CRCT. It was to have closed because its low power made it unprofitable. Now it is understood through Hector Charlesworth, Commission chairman, the station will be leased full time by the Commission and carry Commission programs, leaving CRCT free to carry, in addition to Commission programs, the programs it has contracted for from NBC. CKNC has been carrying Commission programs for some time.

New Publicity Service

ROBERT S. TAPLINGER, for the last seven years with the publicity department of CBS in New York, has resigned to open his own publicity service. On Sept. 1 he will open offices in the Columbia Bldg., 485 Madison Ave., New York, and later he expects to have branches in Chicago and Hollywood. While with CBS, Taplinger has handled the publicity buildups of such stars as Burns & Allen, Bing Crosby, Kate Smith and the Boswell Sisters. He will continue his weekly *Meet the Artist* programs on CBS, in which he interviews radio stars.

Wisconsin has the MONEY

The Brookmire Sales Map places southern Wisconsin in top position for sales prospects with an estimated increase of 27% in consumer income in 1935 over 1934—an increase exceeded in only one small section of the U. S. Only one station covers this market thoroughly.

WTMJ
The Milwaukee Journal
Representatives, Ed. Petry & Co.

Shopping for Wives

THAT'S Stephanie Diamond's program on WCAE — every weekday at 9 a. m. for 15 minutes.

Selling for YOU

THAT'S a job Stephanie can combine with her daily shopping — a perfect combination.

* * **A NATURAL!** * *

Stephanie Diamond

WCAE

PITTSBURGH · BASIC NBC RED NETWORK

"Local Color" SELLS

★You can't match the intimacy of a second-frontier station like WAAT with anything else in broadcasting. Dude schedule makers too often skip the fascinating grip which it holds on its geographically "small town" and suburban audience. Those on our client-list know better. Somehow broadcasters just naturally turn hard-boiled with a station like WAAT. Mere sentiment could never keep these friendships so long. Cash-dollar business does.

WAAT grew to what it is — on the astonishing response it gets for its users. Operating daytime only, WAAT has a vast following all its own — in the rich cosmopolis of Newark, Jersey City, Hoboken, West New York, Passaic, Bayonne, Union City, Elizabeth, Hackensack, the Oranges and Montclair. Over 2,250,000 people are in its primary reach. 87.1% of the area's homes are radio homes (largest ratio in the Union). Uncharged for, you get a jumbo bonus in New York City, Brooklyn, Staten Island, Long Island and Westchester. Rates are more than moderate.

Full details and success examples on request.

CASE HISTORY 16
Manufacturer establishes 2710 new customers after 41 spot announcements.

CASE HISTORY 21
National spot advertiser found WAAT produced the lowest cost per inquiry in the New York Metropolitan area.

CASE HISTORY 38
Local retailer using WAAT exclusively increased average *monthly* dollar volume by $5,000.00 during 1935.

940 KC
WAAT
JERSEY CITY & SUBURBS

What Lies Ahead in Radio Advertising

(*Continued from page 8*)

been the secret of the vitality of the country press, and there is no reason why it cannot be equally so in radio.

Such a suggestion presupposes a wider role for broadcasting than is sometimes envisioned at the present time. During the last three years broadcasting has taken on a new aspect by reason of the problems facing the nation and the widespread popular interest aroused in them. Not only is it an entertainment medium, but it has become a public forum to an extent not always realized. It has replaced the cracker barrel and county seat debate as the means whereby issues and personalities have been brought home to the individual citizen.

Civic Functions

THIS LIVELY interest in civic affairs is suggestive of more than merely the broadcasting of political debates. It suggests radio as a forum for civic affairs in a broader light, that of carrying the happenings of the community, as well as its problems, to the citizens. Discussions of community problems, rehearsed and worked out, not merely set speeches; community news and dramatizations; close tie-in with local organizations—all are part of a carefully planned program for reaching every possible group of importance.

The local high school orchestra appeals to four or five hundred homes—parents, grandparents, relatives and friends of the performers—in a way in which not even the New York Philharmonic can equal. The same is true with regard to many other community activities and organizations.

Broadcasting stations have carried on a truly remarkable amount of activity of this type. However, it has been done too often out of a sense of responsibility, rather than as a circulation promotion program. The time has come to recognize this aspect of broadcasting as a selling asset and to develop it as such. In this development the local non-network outlet should be able to find a unique place for itself; incidentally a place which would be both profitable economically and most valuable socially. Showmanship and planning are the principal requisites to its attainment.

Selling Specific Markets

THOUGH the development of station individuality and the viewing of power in the proper perspective are important considerations, they do not represent the only lines of attack which may be taken to improve the economic position of many broadcasting stations. Another important possibility is the development of particular listening markets.

This already has been done by stations, large and small. The farm station and the foreign language station are important examples. Both types of stations render a distinct service quite in keeping with the philosophy of American broadcasting. In the case of certain small stations located in metropolitan centers where national program competition was severe, a solution has been found in the development of programs catering to the artisan and working group. Retailers in subtrading areas within the city have been capitalized upon and proper merchandising tie-ins developed. The development of a so-called "class" station has been only partially achieved but constitutes another interesting possibility.

Closely allied to the idea of developing specific markets is the concept of double coverage, so interestingly advanced by Walter J. Neff, manager of WOR, Newark.

In few instances will an advertiser attempt to reach a community with but one of its important newspapers. Nevertheless this is exactly what is done daily in the broadcasting field.

The logic is just as bad in broadcasting as in the newspaper field. It is based on the false premise that the program possesses the entire audience pulling power. It fails to recognize that a station possesses listener loyalty which holds people with it from program to program and is interrupted only when a definitely unsatisfactory program makes its appearance or when an outstanding hit is broadcast over another station. These occasions are more rare than advertisers would like to believe.

Each station, therefore, should tend to command a fair-sized audience of its own. In such a case it may be desirable, if intensive coverage is sought, to place programs on several stations, the offerings in each instance being designed to reach the type of audience to which the general program structure of the station gives it the greatest appeal. In such a concept, it can be readily seen, a local station which has become a community or neighborhood institution fills an important role.

Better Salesmanship

A SURPRISING amount of knowledge exists regarding the value of broadcast advertising. Unfortunately its dissemination has not been as wide as might be desired. A greater knowledge of the particular value of the medium, presented in a useable form, should add materially to the sales effectiveness of the average broadcasting station. Especially is this true with regard to a knowledge and appreciation of the problems involved in retail broadcast advertising, which field is of particular importance to the local station.

The broader dissemination of

BUTTE
Home of
KGIR

Elementary, my Dear Watson, no need to wade through a library . . . BROADCASTING has all the news of Radio between two covers—

☐ $3.00 for ONE YEAR—

☐ $5.00 for TWO YEARS or for Two ONE-YEAR subscriptions.

☐ $10 for FIVE ONE-YEAR subscriptions.

Canadian and Foreign Subscriptions
$4.00 per year.

Please enter my subscription to BROADCASTING, including the 1935 YEARBOOK Edition. Check is enclosed.

Name ____________________

Address ____________________

City ____________________

State ____________________

Firm Name ____________________

Your Position ____________________

BROADCASTING
Broadcast Advertising

National Press Bldg.,
Washington, D. C.

Business Goes UP
with the Mercury

WBAL accounts this summer hit →
FAR AHEAD of last Jan.-March, →
and they're going to STAY-UP!

•

Advertisers know that NOW IT'S WBAL IN BALTIMORE.

Power, Progressiveness, Prestige and Program Popularity are the Causes of WBAL's Domination.

1060 KCS.
10,000 Watts
WBAL
BALTIMORE
Basic Blue Network
N.B.C.

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

THE SOBY YARDSTICK
OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BFNJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

general knowledge of broadcasting and broadcast advertising would be of service in the same direction. The program clearing house attempted by the NAB several years ago was a step in the right direction, in spite of its discontinuance by reason of lack of interest on the part of stations. Development of manuals on participation technique, merchandising service, station promotion, servicing of retail accounts, announcement copy technique and similar features, would be of marked value in this direction were the resources and interest present for carrying them out.

Finally, broadcasting is still young enough that it must be sold as a whole, rather than the emphasis being placed merely upon specific phases. A concerted and unified promotion of broadcasting as a medium, for both national and local advertising, is highly essential.

Practical Steps

CONCEPTS such as the preceding make interesting conversation and doubtless would be profitable if accepted and widely applied. Unfortunately this occurs but sporadically and considerable time elapses until the principles involved find any general utilization. The question is therefore one of practical steps.

Several present themselves, though with the qualification that their realization will demand capital, time and effort, as well as no small measure of ability.

The first of these is that of making available, to a degree greater than is even now the case, transcriptions or recorded programs for local stations. Splendid steps already have been initiated in this direction, but further extension of service and reduction of costs to stations are necessary. The recorded program, well-prepared and performed, is essential to the smaller station.

A second practical step is the possibility of joint sales promotion by the various units of the medium. The difficulties involved in such an undertaking admittedly are many. The wreckage of numerous attempts is ample witness to this. Nevertheless the logic behind such a move is sound and it only remains for a combination of the requisite skill and capital to make the idea a working one. The activities of the station representative have filled this need to some degree, but the broadcasting structure is still too embryonic in this respect to permit the generalization that the representative will constitute the complete final solution of this problem.

A third practical step is that of the institution of a program of general industry promotion, a field lying especially within the province of the NAB. Again the requisite financial resources are necessary before the step can be taken in any practical and lasting manner. A beginning has been made in the NAB trade statistics and special studies, but this is but a small portion of the entire task.

Undoubtedly, as time progresses, some of these solutions will find their way into general practice. The result should be an improved economic stability for the medium and an improved service for the public.

REMOTE AMPLIFIER B94-S

You can pipe your remote programs in for less money when using GATES Remote program amplifiers and yet have the finest of equipment manufactured by the industries largest remote equipment manufacturer.

Amplifier B94-S is for three dynamic or inductor type microphones having wiping contact controls, 80 Db. gain, indicator and unusual compactness.

Write for Bulletin 9 or better yet the entire GATES catalog.

GATES RADIO & SUPPLY COMPANY
Manufacturing Engineers Since 1922
QUINCY, ILL., U.S.A.

BROADCASTING
BROADCASTING
JOHN SMITH

BOUND To Give Greater Value

MANY SUBSCRIBERS want to preserve their copies of BROADCASTING because of its future reference value. They prefer to avoid the chance that the supply of past issues, to which they may want to refer, will be exhausted. Indeed, it is next to impossible now to get some of the past issues of BROADCASTING because the great demand from subscribers has exhausted our supply.

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

The binder is pictured above. It holds 24 copies (one year's issues). It is your perfect reference book of the year's business of broadcasting.

Price $3.00 Postpaid

(Your name in gold 25c extra)

BROADCASTING
Broadcast Advertising

870 National Press Bldg. Washington, D. C.

TIE UP *that* FOOTBALL BROADCAST

with the NEW

GRAF -O- CAST

It's new and different. Fans will go out of their way to get it, to accurately follow and chart each play as broadcast. A permanent record of the game. Easy to handle—no intricate details. Can be furnished in pad form or cards (light and heavy weight) to meet your requirements. Chart complete for one game 7 in. wide by 14 in. deep—low cost.

Write now for samples, complete details and prices. Get a sample and try it during the Professional - All Stars game, Aug. 28 at Soldiers Field, Chicago.

NORTHWESTERN
ENGRAVING CO.
MENASHA, WISCONSIN

GRAF-O-CAST
NORTHWESTERN ENGRAVING COMPANY •

Times Sales 19% Ahead of 1935

(*Continued from page 7*)

pared with the first half of 1934. This was slightly more than double the rate of growth on the part of national non-network advertising as a whole. Transcription volume, on the other hand, declined 2.4%. Announcement volume rose 17.6%.

Trends during the past year in this field have brought about a shift in the relative importance of various types of rendition in the national field. The continued and steady growth of live talent volume during the past twelve months has resulted in an increase in the proportion of national non-network volume represented by live talent business from 39.7% during the first half of 1934 to 44.7% during the same period of the current year. Transcription volume has declined during the period from 40.0% to 34.6%.

Sponsor Trends

IN ADDITION to showing marked increases in advertising volume in all portions of the medium, a number of highly important trends toward new business are reflected in the statistics for the first half of 1935. Automobiles, clothing and apparel, housefurnishings, confectionery, soaps and kitchen supplies, and tobacco products were advertised over the radio to a markedly increased degree as compared with the corresponding period of 1934.

Of particular interest has been the marked use being made of regional networks and of national non-network advertising by tobacco concerns. Regional network volume in this field amounted to $61,223 during the first half of the current year, whereas there was no advertising of this type during the corresponding period of 1934. National non-network advertising by tobacco companies amounted to $25,549 during the first six months of last year and to $232,795 during the first half of the current year.

In the housefurnishing field, national network advertising experienced a gain of 24.6%, national non-network volume 36.2% and local advertising 55.3%. Regional network advertising rose nearly sixfold. National network soap and kitchen supply advertising increased 47.0%, national non-network volume in this field nearly doubled that of the first half of the preceding year while regional network business increased materially.

Confectionery Gain

IN THE confectionery field, national network volume increased 40.6%, regional network advertising rose to nearly four times the level for the first half of last year, national non-network advertising gained 13% and local advertising tripled.

Clothing advertising over national networks rose 57.6% as compared with the same period of 1934. Regional network business increased nearly five times, national network volume gained 18.6% and local advertising 56.2%.

Gains in the automotive field were as follows: National networks, 26%; regional networks, 22.6%; national non-network business, 32.5% and local broadcast advertising, 42.3%.

Increases in these fields have been due principally to two sets of causes. One of these has been the revived buying and consequent business optimism of fields such as housefurnishings, automobiles and clothing. With buying of this type having been held to the bare minimum for practically six years, further business along this line may be anticipated.

A second reason for the interesting trends exhibited during the last six months is the growing appreciation of the value of broadcast advertising on the part of the rank and file of business, and a clearer understanding of the specific effectiveness of particular portions of the medium. The increased use of regional networks and national non-network advertising by tobacco companies is an example to point.

Equally significant in this respect is the 50.3% increase in retail broadcast advertising during the first half of the current year as compared with the corresponding period of 1934. Again the retail automotive, clothing, and housefurnishing fields have experienced the principal gains. Retail automotive advertising increased 60.0%, and clothing and apparel advertising 71.2%. In the housefurnishing field, the advertising of household equipment retailers such as electrical refrigerator dealers, and the like, rose 46.2%. That of furniture stores increased 73.6%, while hardware store advertising increased 110.7%. There is undoubtedly a firm basic trend toward the use of broadcast advertising on the part of retailers. There also has been a marked increase in advertising by lumber companies and similar building equipment concerns.

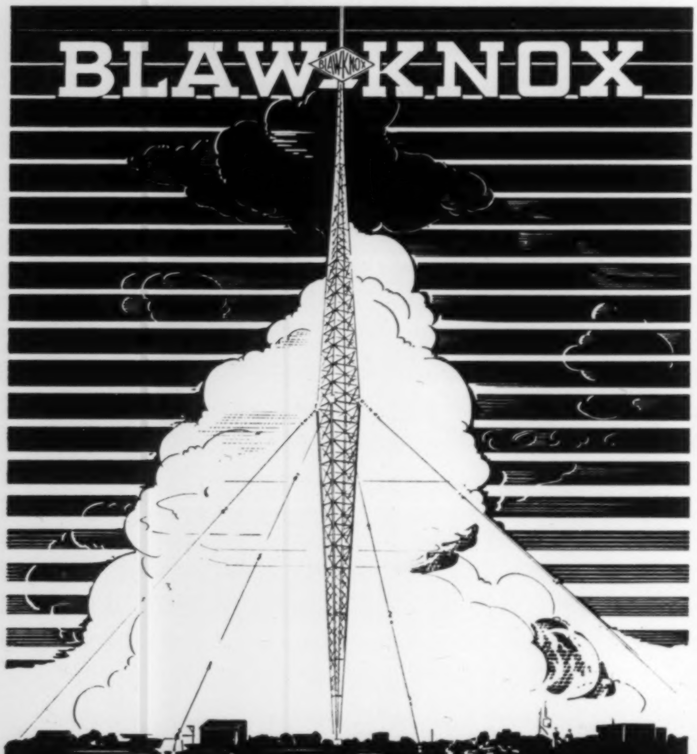
June Advertising

JUNE broadcast advertising showed the usual seasonal decline but maintained a level 21.5% higher than for the same month of 1934. This was one of the best comparative showings to have been made by any month recently. National network business exceeded the previous June by 13.7%, regional network volume was approximately three times as great, national non-network advertising rose 43.5% and local broadcast advertising 26.6%.

Gross time sales in May and June are found in this table:

	May	*June*
National networks	$4,078,576	$3,536,615
Regional networks	96,021	94,521
National non-network	1,509,348	1,400,910
Local	1,862,340	1,551,930
Total	$7,546,285	$6,583,976

KRUEGER BREWING Co., Newark, is using twice-weekly *Krueger House Party* transcriptions on a dozen Southern stations to advertise its canned beer and is widening the schedule. Fuller & Smith & Ross, New York, is the agency.



BLAW-KNOX

Pioneer designers and builders of Self-Supporting and Guyed Type Vertical Radiators for the world's foremost Broadcasting Stations. Descriptive literature on request.

BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING · PITTSBURGH, PENNA.

INSULATORS
for every
Broadcasting Requirement
LAPP INSULATOR CO., INC.
LeROY, NEW YORK

K-A-X

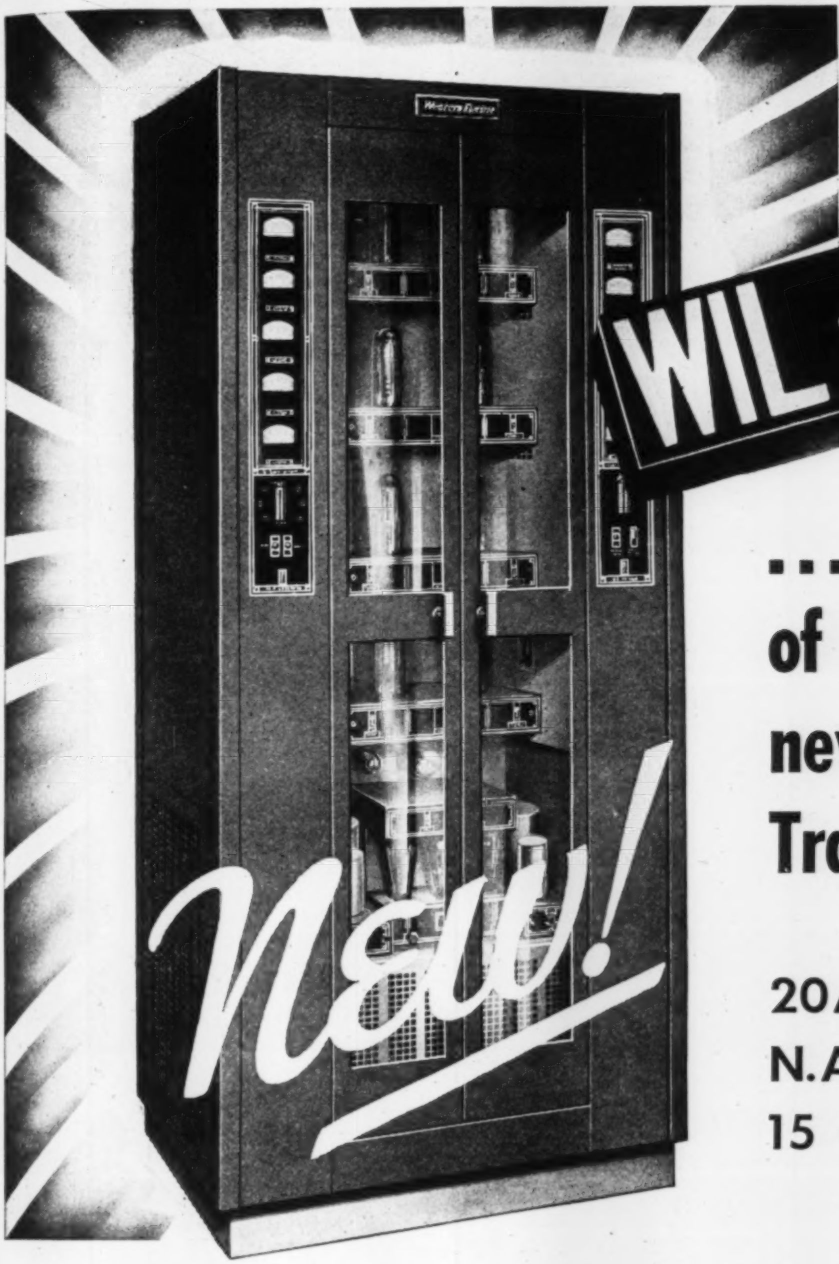
PATENT PENDING

KEAR ANTENNA EXCITATION SYSTEM
Used on new Airways Radio Range Beacon Stations
Recent K-A-X installations
WKRC, WORC, WPEN, WPRO, WORK, W1XBS

A *STABILIZED* DIRECTIVE SYSTEM WHICH WILL:
Reduce interfering signals with neighboring stations on same channel.
Increase service area in non-interfering zones.

Designed, constructed and installed to meet your requirements.

WASHINGTON INSTITUTE OF TECHNOLOGY
McLachlen Building **Washington, D. C.**



WIL THE BIGGEST LITTLE STATION IN THE NATION ST. LOUIS, MO.

. . . orders the FIRST of Western Electric's new 100-250 Watt Transmitters!

20A . . . sensation of the N.A.B. Convention . . . has 15 Outstanding Features

1. Complete AC operation.
2. High-fidelity — audio frequency response within ± 1 db from 30 to 10,000 cycles.
3. The r. m. s. of the audio frequency harmonics, in the important middle frequency range, is less than 2½% at 85% modulation—less than 5% at 100% modulation.
4. No radio frequency harmonic greater than .03% of fundamental.
5. Less than one watt of audio power required to modulate transmitter 100%.
6. Carrier noise reduced to extremely low level—better than 70 db (weighted) below 100% modulation.
7. Low tube cost — uses a number of inexpensive tubes rather than a few larger and more expensive ones.
8. Quick acting switches permit each pair of final amplifier tubes to be disconnected individually, enabling power reduction or the location of a defective tube without interrupting transmission.
9. Fixed neutralization eliminates adjustments.
10. Equipped for fully automatic or semi-automatic control.
11. Carrier frequency maintained well within ± 10 cycles by heated AT cut quartz plates.
12. Spare crystal oscillator always ready for instant switching into service.
13. Complete transmitter in one cabinet.
14. New construction makes all tubes accessible from front.
15. Removable sectionalized side and rear panels with quick acting clamps provide easy access to all parts.

Western Electric

Full details from Graybar Electric Co.
Graybar Building, New York, N. Y.
In Canada: Northern Electric Co., Ltd.

RADIO TELEPHONE BROADCASTING EQUIPMENT

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

JULY 30 TO AUG. 13, INCLUSIVE

Decisions . . .

AUGUST 6

(Commissioners Sykes, Walker and Payne sitting)

KNOW, Austin, Tex.—Granted CP move trans. locally, install new equip.

WDGY, Minneapolis—Granted modif. CP extend completion.

WPRP, Ponce, P. R.—Granted modif. CP extend completion.

SPECIAL AUTHORIZATIONS — KFIZ, Fond du Lac, Wis., granted temp. auth. spec. hours.

SET FOR HEARING — NEW, William S. Thellman, New Castle, Pa., applic. CP 1420 kc 100 w D; NEW, Paul R. Heitmeyer, Salt Lake City, CP 1210 kc 100 w unltd.; NEW, Clark Standiford, Fresno, Cal., CP 1370 kc 100 w D; NEW, Calif. Sales Contract Co., San Francisco, CP 1280 kc 500 w N 1 kw D unltd.; NEW, Julius Brunton & Sons Co., Fresno, Cal., CP 980 kc 250 w D.

MISCELLANEOUS—KIUN, Pecos, Tex., denied telegraphic request auth. operate temporarily at 104½ E. 4th St., Pecos, pending approval of another site; WMT, Waterloo, Ia., suspended during balance of license period conditional clause in license, during construction of directional antenna, regarding interference with WREC at new site Cedar Rapids; KGBZ, York, Neb., denied auth. take depositions in support of renewal and modif. license, denied motion for continuance of hearing set for 8-12-35; WRDW, Augusta, Ga., hearing applic. change from 1500 to 1240 kc and increase from 100 w to 250 w N 1 kw LS continued to 9-5-35; NEW, KNOX Brdcstg. Co., Schenectady, N. Y., applic. 1240 kc 1 kw unltd. continued to 9-5-35; NEW, Advertiser Pub. Co. Ltd., Honolulu, hearing set for 9-17-35 advanced to first week in Sept. on relay applic; NEW, Robert K. Herbst, Moorhead, Minn., hearing on applic. CP 1310 kc 100 w unltd., set for 8-14-35 continued pending handing down of decision by court in case of Head of the Lakes Brdcstg. Co. & City of Moorhead v. FCC; NEW, E. L. Clifford, Pottsville, Pa., denied continuance hearing applic. CP 580 kc 250 w LS; KBFG, Oklahoma City, denied petition to grant full time 1370 kc without hearing.

APPLICATION DISMISSED — NEW, Bailey Bros., San Diego, applic. CP 1420 kc 100 w unltd.

APPLICATION DENIED—NEW, Northern Calif. Amusement Co. Inc., Yreka, Cal., applic. CP 1500 kc 100 w unltd.

RATIFICATIONS:

WLW, Cincinnati, granted extension exp. auth. 500 kw N directional (7-30).

WMFI, New Haven—Granted modif. CP move locally, change antenna, extend completion (7-30).

WHA, Madison, Wis. — Granted temp. auth. operate spec. hours 1 kw (7-30).

KMBC, Kansas City—Granted extension program test period (7-30).

WHIS, Bluefield, W. Va.—Granted extension period remain silent (7-26).

KPCB, Seattle—Granted extension exp. auth. 710 kc 250 w unltd. in August (7-30).

KIEL, Seattle — Granted auth. operate pickup station (8-2).

Broadcast Division granted requests of Florida West Coast Brdcstg. Co. Inc., for auth. take deposition on applic. CP (8-1, 8-3).

AUGUST 13

(Commissioners Sykes, Case and Prall sitting.)

KDKA, Pittsburgh—Granted CP change equip.

KELD, El Dorado, Ark.—Granted modif. CP change equip.

KDON, Del Monte, Cal.—Granted modif. CP move transmitter to Monterey, change equip.

KGVO, Missoula, Mont.—Granted modif. CP change equip.

WGBI, Scranton, Pa.—Granted extension spec. auth. 500 w N & D to 3-1-36, or until pending applic. is granted.

KPCB, Seattle—Granted extension spec. auth. 710 kc 250 w unltd. to 2-1-36, also granted license for CP new equip. 650 kc 250 w ltd.

WCAL, Northfield, Minn. — Granted modif. license change spec. hours.

KHSL, Chico, Cal.—Granted consent vol. assign. license to Golden Empire Brdcstg. Co.

WBAL, Baltimore—Granted auth. antenna measurement.

KROC, Rochester, Minn. — Granted modif. CP transmitter site, change antenna.

WBZA, Springfield, Mass.—Granted license for CP change equip.

WELL, Battle Creek, Mich.—Granted license for CP move locally, new equip., increase to 100 w 1420 kc unltd.

KVOL, Lafayette, La.—Granted license for CP new station 1310 kc 100 w unltd.

KFNF, Shenandoah, Ia.—Granted consent assignment license to KFNF, Inc., also granted renewal license 890 kc 500 k N 1 kw D S-WILL & KUSD.

SPECIAL AUTHORIZATIONS—WCBS, Springfield, Ill., granted temp. auth. spec. hours; WKAR, Lansing, Mich., granted temp. auth. spec. hours; KBTM, Jonesboro, Ark., granted extension temp. auth. use present equip., pending new antenna; WFBM, Indianapolis, granted temp. auth. operate portable; KWSO, Pullman, Wash., granted temp. auth. remain silent to 9-30-35 to repair fire damage; KPCB, Seattle, granted extension exp. auth. 90 days move transmitter & studio; WICC, Bridgeport, Conn., granted extension spec. auth. operate unltd. time if WCAC remains silent; KSCJ, Sioux City, Ia., granted temp. auth. operate without freq. monitor; WCAC, Storrs, Conn., granted extension temp. auth. remain silent to 10-1-35; WBSO, Babson Park, Mass., granted temp. auth. remain silent 9-2-35.

ACTION ON EXAMINERS' REPORTS —NEW, Palestine Brdcstg. Assn., John C. Welch, Wm. K. Keller, Bonner Frezzell, Palestine, Tex., granted CP new station 1420 kc 100 w D, sustaining Examiner Walker, order effective 8-20-35; NEW, George B. Bairey, Valley City, N. D., granted CP new station 1500 kc 100 w unltd., sustaining Examiner Dalbert, order effective 8-20-35; WJW, Akron, O., granted CP new equip., increase from 100 to 250 w D 1210 kc 100 w N unltd., sustaining Examiner Hill, effective 8-27-35; WHBC, Canton, O., granted CP new equip., increase from 100 to 250 w D 1200 kc spec., also granted modif. license from spec. to unltd., sustaining Examiner Hill, effective 8-27-35.

SET FOR HEARING—NEW, Philip J. Wiseman, Lewiston, Me., applic. CP 1210 kc 100 w unltd.; NEW, Herbert Lee Blye, Lima, O., applic. CP 1210 kc 100 w D; WADC, Tallmadge, O., applic. CP change equip., increase from 2½ to 5 kw D; NEW, Fountain of Youth Properties Inc., St. Augustine, Fla., applic. CP 1210 kc 100 w unltd.; NEW, Chanute Brdcstg. Co., Chanute, Kan., applic. 1500 kc 100 w D; NEW, Harold F. Foraker and Rady D. Luzadder, d/b Wichita Brdcstg. Co., Wichita, Kan., applic. CP 1500 kc 100 w unltd.; WPRO, Providence, R. I., applic. CP new equip., increase from 250 to 1 kw D; NEW, Review Pub. Co., Pearl B. Robinson sole owner, Moscow, Id., applic. CP 1310 kc 100 w unltd.; NEW, Robert E. Coe, d/b Wash. Brdcstg. Co., Washington, Pa., CP amended to 1350 kc 250 w D; NEW, Roberts MacNab Hotel Co., Arthur L. Roberts, R. B. MacNab, A. J. Breitbach, gen. mgr., Jamestown, N. D., CP amended to 1310 kc 100 w unltd.; NEW, Golden Empire Brdcstg. Co., Sacramento, Cal., CP amended to 1310 kc 100 w unltd.; NEW, Clark Standiford, Vissalia, Cal., CP amended to 100 w N unltd.; NEW, Sioux Falls Broadcast Assn. Inc., Sioux Falls, S. D., applic. CP 1200 kc 100 w unltd.

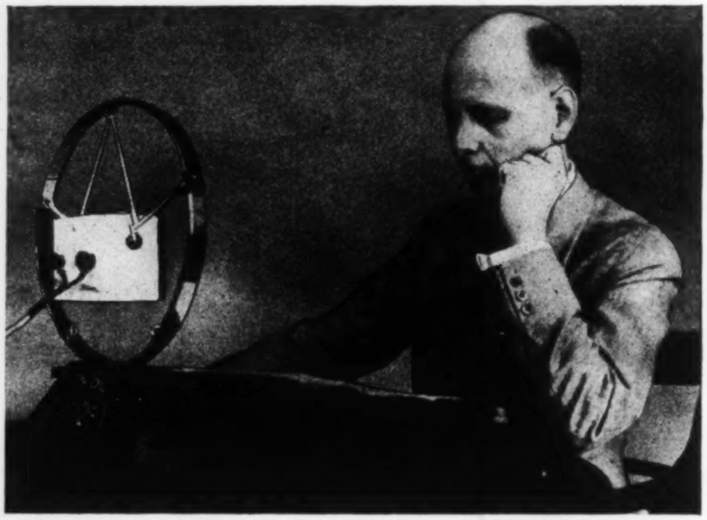
ORAL ARGUMENTS GRANTED—KGKB, Tyler Tex., Dallas Brdcstg. Co., Dallas, Paris Brdcstg. Co., Paris, Tex., also Brownsville Brdcstg. Co., Brownsville, Tex., and Denton Brdcstg. Co., Denton, Tex., in re Ex. Rep. I-72 to be heard 11-21-35; KFBI, Abilene, Kan., heard by Com. Brown, to be held 12-4-35.

MISCELLANEOUS—NEW, Central Texas Brdcstg. Co. Inc., Fort Worth, CP 1210 kc 100 w unltd., set for hearing, dismissed at applic. request; KOL, Seattle, denied reconsideration applic. increased power without hearing; NEW, Pampa Daily News Inc., Pampa, Tex., denied reconsideration action setting for hearing applic. 1200 kc 100 w; WMBG, Richmond, Va., granted petition take part in hearing applic. WPHR to move to Richmond and denied right to intervena applic. transfer control of WPHR to John Stewart Bryan, Tennant Bryan & Douglas S. Freeman; Duluth Brdcstg. Co., Duluth Minn., granted request continuation of hearing on applic. new station 1200 kc 100 w unltd.; WATR, Waterbury, Conn., reaffirmed grant of 4-16-35 changing hours from D to ltd. LS San Antonio.

RATIFICATIONS:

WHBC, Canton, O., granted temp. auth. spec. hours (8-10); WHEC, Rochester, N. Y., granted extension temp. auth. operate portable trans. (8-10); WLBF, Kansas City, granted extension test period pending action on license applic. (8-9); WIEO, WMEF, WIEW, New York, granted auth. operate pickup transmitters; KFRC, San Francisco, granted extension program tests (8-7); WBZ, Chicopee Falls, Mass., granted extension equip. tests (8-8); WMBR, Jacksonville, Fla., granted motion to postpone effective date decision on CP applic. (8-8).

OUT OF 56,247,429 radios in use in the world today, 25,551,569 are in the United States, reports the Department of Commerce.



EUROPEAN CORRESPONDENT—Dr. Max Jordan, Central European representative of NBC, is shown handling one of the 118 broadcasts from Europe which were relayed during the last year. The American networks are the only ones to maintain "correspondents" in foreign lands, although the British are reported considering stationing a man in New York also. Dr. Jordan works out of Basle, Switzerland, while his colleague, Fred Bate, is stationed in London for NBC. Columbia's European representative is Cesar Saerchinger, stationed in London.

Examiners' Reports . . .

WDRC, Hartford—Examiner Hill recommended (I-84) that applic. increase to 5 kw LS be granted.

WQIM, St. Albans, Vt.—Examiner Dalberg recommended (I-85) that applic. CP shift from 1370 to 1390 kc, increase from 100 w spec. hours to 1 kw D spec. hours be denied.

Applications . . .

JULY 30

WEAN, Providence, R. I.—Modif. license from 500 to 1 kw D, amended to 1 kw D & N.

WASH, Grand Rapids — CP new transmitter, increase from 500 w to 1 kw, amended re antenna.

WADC, Akron — CP change equip., change from 1 kw N 2½ kw D to 1 kw N 5 kw D.

WLW, Cincinnati—Extension exp. auth. 500 kw D 500 kw N directional to 11-1-35.

NEW, Life Builders, Dr. Alvin J. Corbell, Fort Worth—CP new station 1310 kc 100 w ltd. sharing, amended to 1200 kc unltd.

NEW, James R. Doss Jr., Tuscaloosa, Ala.—CP 1420 kc 100 w D.

WPFB, Hattiesburg, Miss. — Modif. license from spec. to unltd.

WCAZ, Carthage, Ill. — CP new transmitter, increase from 100 to 250 w, amended re transmitter site.

NEW, Hastings Brdcstg. Co., Emmons L. Abeles, Sec., Hastings, Neb.—CP 1420 kc 100 w unltd.

NEW, Appleton Brdcstg. Co., Emmons L. Abeles, Sec., Appleton, Wis.—CP 1500 kc 100 w unltd.

WJBC, Bloomington, Ill.—CP new equip., increase from 100 w to 100 w 250 w D, amended re antenna.

KFJM, Grand Forks, N. D.—Exp. auth. 250 w D to 1-1-36.

NEW, Burlington Brdcstg. Co., Emmons L. Abeles, Sec., Burlington, Ia.—CP 1370 kc 100 w unltd.

NEW, Clinton Brdcstg. Co., Emmons L. Abeles, Sec., Clinton, Ia.—CP 1310 kc 100 w unltd.

APPLICATION RETURNED — NEW, Ellwood W. Lippincott, Pendleton, Ore., CP 1500 kc 100 w unltd.

AUGUST 2

NEW, Fred S. Rogers, Glen Falls, N. Y. —CP 1210 kc 100 w unltd.

NEW, Steel City Brdcstg. Co., Pittsburgh—CP 890 kc 500 w unltd., amended to 1420 kc 100 w N 250 w D, change equip.

KMLB, Monroe, La.—Exp. auth. 1210 kc to 12-1-35; CP change equip.

WNAD, Norman, Okla.—Modif. license re hours, asks part of KGGF facilities.

KUOA, Fayetteville, Ark.—Auth. transfer control to John Brown University, amended to change transferee to Miss Roberta, Mrs. Roberta & Miss Helen Fulbright.

WMFR, High Point, N. C.—Modif. CP 1200 kc 100 w D, change equip., move locally, extend completion.

KVOL, Lafayette, La.—License for CP 1310 kc 100 w unltd.

KGGF, Coffeyville, Kan.—Modif. license re hours.

NEW, Winona Brdcstg. Co., Emmons L. Abeles, Sec., Winona, Minn.—CP 1500 kc 100 w unltd.

NEW, Wausau Brdcstg. Co., Emmons L. Abeles, Sec., Wausau, Wis.—CP 1310 kc 100 w unltd.

NEW, Grand Island Brdcstg. Co., Emmons L. Abeles, Sec., Grand Island, Neb.—CP 1370 kc 100 w unltd.

NEW, Sioux Falls Broadcast Assn. Inc. Sioux Falls, S. D.—CP 1200 kc 100 w unltd.

WMAQ, Chicago — Modif. CP as modif. extend completion.

NEW, Miles J. Hansen, Fresno, Cal.—CP 1210 kc 100 w unltd., amended to 1420 kc.

NEW, Melvin D. Close, Provo, Utah—CP 1210 kc 100 w unltd.

NEW, James H. Braffett, Price, Utah—CP 1420 kc 100 w unltd.

NEW, Mountain States Brdcstg. Corp. Salt Lake City—CP 550 kc 500 w unltd. amended re equip.

APPLICATIONS RETURNED—WPFB Hattiesburg, Miss., modif. license to unltd. Radio Recorders Inc., Hollywood, request for auth. deliver transcriptions to foreign countries (Brisbane, Australia), FCC having no jurisdiction.

AUGUST 3

WBZA, Boston—License for CP change equip.

WELL, Battle Creek, Mich.—License for CP change equip., increase power, move trans. and studio.

WDBO, Orlando, Fla.—Extension exp. auth. use added 750 w D to 3-1-36.

WFBC, Greenville, S. C.—Modif. CP new equip., increase from 1 kw to 1 kw N 5 kw D, move trans., extend completion.

KGKO, Wichita Falls, Tex.—CP move transmitter locally, change equip., amended to change from 1240 to 570 kc, from 1 kw to 250 w N 1 kw D.

NEW, Clarence Scharbauer, Midland, Tex.—CP 1200 kc 100 w D, amended re transmitter site.

WTCN, Minneapolis—Modif. license to increase spec. hours, part of WCAL facilities, amended to become effective 9-2-35 and remain in force until WCAL desires this time.

AUGUST 5

WJIM, Lansing, Mich.—CP new equip., increase from 100 w 250 w D to 500 w 1 kw D, change from 1210 to 1450 kc, asks freq. of WGAR if that applic. for facilities of WMMN is granted.

NEW, Mankato Brdcstg. Co., Mankato, Minn.—CP 1210 kc 100 w unltd., amended re trans. site.

NEW, Emmons L. Abeles & Robt. J. Dean, d/b WISE Brdcstg. Co., St. Paul—CP 630 kc 250 w unltd., asks facilities of KGDE.

KGDE, Fergus Falls, Minn.—Modif. license from 1200 to 630 kc and from 100 w 250 w D to 250 w D & N.

Decisions

AUG. 6

WTAR, Norfolk, Va.—Modif. license to increase from 500 w 1 kw D to 1 kw D & N.

NEW, Valley Brdcstg. Co., Cleveland—CP 890 kc 1 kw unltd., amended re equip.

KIUN, Pecos, Tex.—Modif. CP change equip., amended re equip. & trans. site.

WDGY, Minneapolis—License for CP increase from 2½ to 5 kw D, change equip.

KGMB, Honolulu, T. H.—Modif. CP change equip., amended re trans. & studio sites, extend completion.

APPLICATIONS RETURNED—NEW, Clark Standiford, San Jose, Cal., CP 1310 kc 100 w D; NEW, L. E. Robideaux, Bend, Ore., CP 1500 kc 100 w unltd.

AUG. 7

NEW, Geo. E. Carter, Homer G. Wolfe, Clari I. Knight, d/b Carter & Wolfe, Mansfield, O.—CP 1370 kc 50 w 100 D unltd.

KVSO, Ardmore, Okla.—License for CP as modif. new station 1210 kc 100 w D.

WDAE, Tampa, Fla.—Extension spec. auth. 2½ kw D, change equip.

WISC, Milwaukee—Modif. CP transmitter site, extend completion.

KOMO, Seattle—Modif. license from 920 to 760 kc, facilities of KXA.

APPLICATIONS RETURNED—NEW, Harold Butcher, Portland, Ind., CP 1200 kc 100 w ltd.; NEW, Northwest Brdcstg. Co., Harold A. Wahlstrand, Kimmel A. Sylvester, Stephen Janiszewski, Chicago, CP 1310 kc 100 w spec.; NEW, Patrick Cline, Las Vegas, Nev., CP 1420 500 w ltd.

AUGUST 9

NEW, Alfred C. Matthews, Cape May, N. J.—CP 1420 kc 100 w spec., amended re equip., hours.

WPEN, Philadelphia—License for aux. trans. 920 kc 250 w.

NEW, A. O. Jenkins, Jacksonville, Fla.—CP 610 kc 250 w 500 w D unltd., amended to 1200 kc 100 w D & N.

NEW, Navarro Brdcstg. Assn., J. C. West, pres., Corsicana, Tex.—CP 1310 kc 50 w D.

WCOA, Pensacola, Fla.—Auth. transfer control to News-Journal Co.

KSO, Des Moines—Vol. assignment license to Iowa Brdcstg. Co.

WMT, Waterloo—Vol. assignment license to Iowa Brdcstg. Co.

APPLICATIONS RETURNED—WDBO, Orlando, Fla.—Modif. license spec. auth. increase to 1 kw D & N; NEW, Richard Lusetti, Ely, Nev., CP 1310 kc 10 or 15 w D.

RCA Business Better

A NET income of $671,111 for the second quarter of 1935, representing an increase of about $135,200 over the same quarter last year, is disclosed by RCA (parent company) in its statement of income and surplus issued Aug. 1. The net income for the first six months of 1935 was $2,289,135, an increase of $517,500 over the same period last year. As of June 30, 1935, the statement reveals, RCA's surplus amounted to $10,425,632 after dividends of $5,381,857 had been paid on "A" preferred stock.

Signing of New Clients In Golden Gate Region Indicates Busy Autumn

WITH many new advertisers inquiring into the possibilities of broadcasting, independent stations in the San Francisco bay region as well as the networks, express a general feeling of optimism for the fall season. NBC western division sales executives, San Francisco, and those from Don Lee's KFRC, the CBS outlet in that city, state that prospects for radio business are excellent and predict a big year ahead.

Present difficulty is not so much finding clients as finding enough hours at the time desired, station managers point out. Time already sold and reserved precludes any possible slump during the coming season's high spots, it was said. There remains the task of selling additional daytime spots to improve further the season's receipts and also the business of continuing to sell late evening hours, such as 10:30 p. m. and after, which is no longer the bogy of former years, to other sponsors than night resorts.

Independent stations such as KYA and KSFO, both in San Francisco, and KLX, Oakland, report a decided increase in business and are laying plans for a big fall. Other independent stations of lesser power, such as KJBS and KGGC, both in San Francisco; KROW, Oakland, and KRE, Berkeley, Cal., also state that prospects for fall are very bright.

Gruen Watch to Sponsor Merry-Go-Round Series

SPONSORED by Gruen Watch Co., New York, Drew Pearson and Robert S. Allen, co-authors of the famous book "Washington Merry-Go-Round" and writers of a widely syndicated newspaper column under the same title, will discuss Washington affairs in dialogue in a new program starting on the Mutual Broadcasting System Oct. 1. It will run 26 weeks and be heard Tuesdays and Saturdays, 7:45 - 8 p. m. Their talks will be relayed from Washington where they will be announced by Louis Dean. Henry Souvaine is agent for the two writers and DeGarmo-Kilborn Inc., New York, is the agency handling the account. As BROADCASTING went to press it was still undecided whether WGN, Chicago, would carry the series because of *Chicago Tribune* news policies.

COLGATE-PALMOLIVE - PEET Co., Jersey City, (Crystal White soap) has renewed for 13 weeks the transcription series being used in the Midwest. The list of stations was given in BROADCASTING June 1.

WESG, Elmira, N. Y., has been authorized by the FCC to shift to the 850 kc. frequency with 1 kw., operating until sunset in New Orleans where WWL occupies the clear channel. Authority extends to Feb. 1, 1936.

MRS. C. W. HAYES wife of the manager of WHBC, Canton, O., who was injured in a fall at the Broadmoor during the NAB convention, is still confined to her home. Mrs. Hayes was in Mercy hospital for about three weeks after returning to Canton.

McNamee, Manning Hurt

GRAHAM McNAMEE, the veteran NBC announcer, and Tom Manning, announcer of WTAM, Cleveland, were badly hurt Aug. 11 while covering the National Soap Box Derby at Akron, O., for the network. Paul Brown, Oklahoma City scooter champion, was unable to control his little machine and it crashed into the NBC remote control setup. McNamee was thrown to the pavement, striking his head so hard he was unconscious for five minutes. Manning suffered two broken vertebrae in his back and his legs were severely bruised. Propped up in a chair however, he managed to broadcast the derby finals. Both announcers were taken to an Akron hospital, and doctors said both will not be able to work for several weeks.

Radio-Newspapers Join

COMPLETING the alliances of radio stations with newspapers in the Twin Cities, where they were formerly bitter opponents, KSTP, St. Paul, on Aug. 4 entered into news affiliation with the *Minneapolis Journal*. WCCO, Minneapolis, recently became affiliated with the *Minneapolis Star*, now published by the Cowles interests which own the *Des Moines Register & Tribune* and three Iowa stations. WTCN, Minneapolis is owned jointly by the *Minneapolis Tribune* and the *St. Paul Pioneer Press & Dispatch*.

WHIO, Dayton, O., has discovered a talented pianist in Charlie Hadley, page boy. He has been placed on variety shows and soon will have his own sustaining program.

Mr. E. H. Rietzke, President of CREI and originator of the first thorough course in Practical Radio Engineering.

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CREI training can

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The men who are already in Radio importantly realize that success depends upon adequate training. Men of ambition know they must have something better to offer than the next fellow if they expect to obtain better jobs. CREI training gives you the "tools" with which you can build your own future. The many CREI men who are now holding important engineering jobs in over 25% of the U. S. broadcast stations . . . are proof that SUCCESS comes with KNOWLEDGE.

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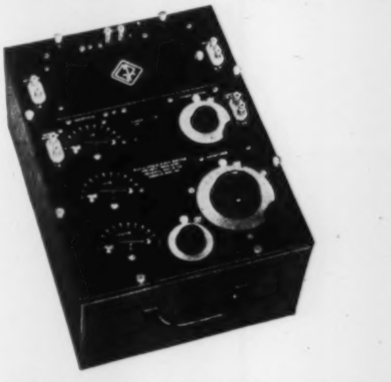
Simplifying Antenna Measurements



The General Radio Type 516-C Radio-Frequency Bridge supplies the radio station engineer with an exceedingly simple and accurate method of obtaining all of the important characteristics of the antenna, a class of measurement which has been sadly neglected due to the complexity and unreliability of methods generally available.

In addition this bridge is useful for a number of other measurements around the station such as the determination of coil and choke frequency characteristics, and inductance and power factor on all classes of radio-frequency impedances.

The Type 516-C Bridge is priced at $225.00 (in the U. S. and Canada).

Write for Circular P-72-B for further particulars

General Radio Company

30 State Street Cambridge A, Mass.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 25th and 10th of month preceding issues.

Help Wanted

Opening for successful commercial solicitor with new daytime station starting in Fall. WMFR, Box 44, High Point, N. C.

Part interest in low power Southern regional station. Must be personable live wire business getter with best references and a little capital. Bond required. Box 345, BROADCASTING.

Advertising Salesman to manage 100 W station, operator preferred. Commission basis, earn up to $400.00 month. Experience and references first letter. Must be steady. Box 358, BROADCASTING.

Situations Wanted

Continuity and production man. More than five years' experience for station or agency work. Excellent announcing voice. Address Box 355, BROADCASTING.

Station director or commercial manager. A-1 broadcast executive. Twelve years' experience directing and managing important American stations. Exceptional record in station development. Recommendations from important radio executives. Location unimportant. Box 351, BROADCASTING.

Operator holding second-class radiotelegraph license, endorsed for broadcast operation, with eight years' experience small stations, four as chief engineer 500 watt station, desires position with larger progressive station. References. Now employed. Box 357, BROADCASTING.

Manager or commercial manager. Age thirty. Ten years' successful sales experience. Now assistant manager successful station. Admirably fitted by experience to build up rundown or new station. Plenty of ability and energy for hardest job. Box 359, BROADCASTING.

Recording engineer, thoroughly experienced in instantaneous recording in acetate and other semi-plastics, wants position with station desirous of creating recording department. Mature technical, program and control operating experience. Radiotelegraph first. Box 360, BROADCASTING.

Wanted To Buy

Private party financially responsible will buy or lease full time station, good locality. Box 361, BROADCASTING.

Full time radio station wanted for cash. State location, equipment, condition, commercials, price. Principals only. Address Box 356, BROADCASTING.

Wanted to Buy: 100 Watt Commercial Broadcasting Transmitter, in good serviceable condition, for use in Mexico, must be priced right. Write giving full information. 419 Reliance Bldg., Kansas City, Mo.

For Sale

Complete Western Electric 6B Transmitter with speech input equipment and frequency monitor. Accessories. D. H. Harrell, 7731 Essex Avenue, Chicago.

2-Western Electric 8-B input equipments for station wishing 2 channel operation. Available at once. Complete details upon request. Edison Electric Illuminating Co., 39 Boylston St., Station WEEI, Boston, Mass.

Western Electric Amplifiers. (3) 8-B; (1) 9-A; (1) 203B-V.I. Panel; (1) 518B-V.I. Panel; (1) M/G Set 110/350 v; (1) RCA Condenser Microphone, cable, floor stand. All good operating condition. Submit offer for all or part. WFBR, Baltimore, Maryland.

New and Slightly Used

WESTON type 301 front panel bakelite case instruments. Milliameters, 25, 50, 100, 150, 300 and 500 MA full scale, each $3.50. Thermo Galvanometer, (115MA) $7.50 D. C. Voltmeters, 500V $8.50, 1000V $12.50, 1500V $18.00. Box 362, BROADCASTING.

MBS Remote from Zep

THAT Mutual Broadcasting System intends to go in heavily for special events, as well as continue to feed sustainings along with commercials to its four stations, was indicated by the scheduling of a broadcast from South America Aug. 16. John T. McCutcheon, *Chicago Tribune* cartoonist, who is aboard the dirigible *Graf Zeppelin*, will broadcast his observations via short waves to Rio de Janeiro and thence via the South American radiotelephone to New York where it will be picked up by WOR at 11 p. m. and relayed to WGN, WLW and WXYZ. Hugh Gibson, American ambassador to Brazil and Comdr. Eckner will also speak.

New Dreft Series

PROCTER & GAMBLE Co., Cincinnati (Dreft laundry powder), on Sept. 2 starts Pat Barnes in a program of philosophic and poetic comment over an NBC network of 7 Midwest stations, Monday, Wednesday and Friday, 12-12:15 noon. Larry Larsen, who will furnish an organ background for Barnes' programs, will give an organ program for the same sponsor for the three weeks beginning Aug. 12, until Barnes joins the program. Agency: Blackett-Sample-Hummert.

Football and Baseball

SIREN MILLS Corp., Chicago (Siren chocolate) will sponsor the broadcasts of eight college football games over WBBM, Chicago, during the 1935 fall season. The agency is Stack-Goble Advertising Agency, Chicago. WBBM also has signed General Mills Inc., Minneapolis (Wheaties) for broadcasts of the Chicago games of the 1936 baseball season. This season's baseball broadcasts are also sponsored by General Mills, through Blackett-Sample-Hummert Inc., Chicago.

Sanka Going on NBC

GENERAL FOODS Corp., New York (Sanka coffee) will start a new series on NBC-WJZ starting Oct. 1, using the 9-9:30 p. m. hour Tuesday evenings. A repeat broadcast will be given at midnight the following Monday for West Coast listeners. The program will be a dramatic serial, featuring Helen Hayes, stage and movie actress, who will take the lead during the whole series. Young & Rubicam, New York, is the agency.

Directs KFPY News

E. HARVE PARTRIDGE, of the editorial staff of the *Spokane Chronicle* and a veteran of 20 years on Spokane newspapers, on Aug. 12 joined KFPY, that city, as chief of its news department. T. W. Symons Jr., president of the station, declared Mr. Partridge's duties will include editing of Transradio Press service, for which KFPY has been a subscriber for more than a year, as well as the organization of a local news-gathering staff. Mr. Partridge also will take over direction of a *Public Affairs Forum* which has been formed by a committee of 23 leading Spokane citizens, to be presented one hour weekly over KFPY. Mr. Symons said the *Forum* will be open to all sides of public questions.

Early Political Hookup

A FORETASTE of the big political broadcasting campaign to come next year, when national politics and the presidential campaign will get under way, was furnished during the Kentucky primary campaign early in August. On the closing night of the campaign, Thomas S. Rhea, administration candidate for the governorship of Kentucky, bought a full hour hookup on WCKY, Cincinnati; WHAS, Louisville, and WSM, Nashville. The broadcast was a "front porch" rally from his home in Russellville, Ky.

Sign Up Famous Coach

SPONSORED by Burger-Phillips Co., Birmingham, one of the South's largest department stores, Frank Thomas, head coach of the famous Crimson Tide football team of the University of Alabama, victor over Stanford in the last Tournament of Roses games, has signed for weekly 30-minute appearances over WAPI, Birmingham. He will discuss football generally and the Southeastern conference specifically, starting Sept. 24 and throughout the season shortly before each game. Morton Simpson, promotion manager of the store, is supervising the program.

H. J. HEINZ Co., Pittsburgh (57 Varieties) is continuing its test campaign on WHK, Cleveland, and WHO, Des Moines, using the 15-minute WBS transcription series titled *Flying Stories of Col. Turner and Bud*, placed through Maxon Inc., Detroit, five days weekly.

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Some Premium Offers

(*Continued from page 28*)

including cap and secrets for names of three friends as new members and three cartons largest size toothpaste, plus Captain's badge and secrets, also compass; bottle California Syrup of Figs free on request.

Stewart-Warner Corp.—$1,000 first prize, $50 second prize, 25 refrigerators, 25 radios, in lubricant naming contest.

Tennessee Corp.—Gardening booklet for 10 cents.

Time Inc.—Names of theatres for March of Time pictures solicited.

Wasey Products Inc.—Audience votes solicited on favorite story, favorite movie; funds solicited for infantile paralysis cause; booklets on individual problems free on request (Musterole, Zemo, Kreml, Haley's M-D); copy of Edwin C. Hill's talks for side of Barbasol carton; Terraplane automobile for 25-word letter on Bost toothpaste; Barbasol jar for used razor blades for side of Barbasol carton.

Wheatena Corp.—$1,000 prize, 1,000 $5 prizes, for 25-word letter nicknaming Billy Batchelor Jr. and Wheatena package top.

John H. Woodbury Co.—Beauty booklet for Woodbury's soap wrapper; Loveliness Kit photo Bing Crocby for 12 cents; photo Bing Crosby for Woodbury's soap wrapper.

William Wrigley Jr. Co.—Beauty exercise chart free on request.

Wyeth Chemical Co.—Bottle Hill's Nose Drops free on request; $50 daily prize for 100-word letter re personal experience with Jad Salts and top of carton.

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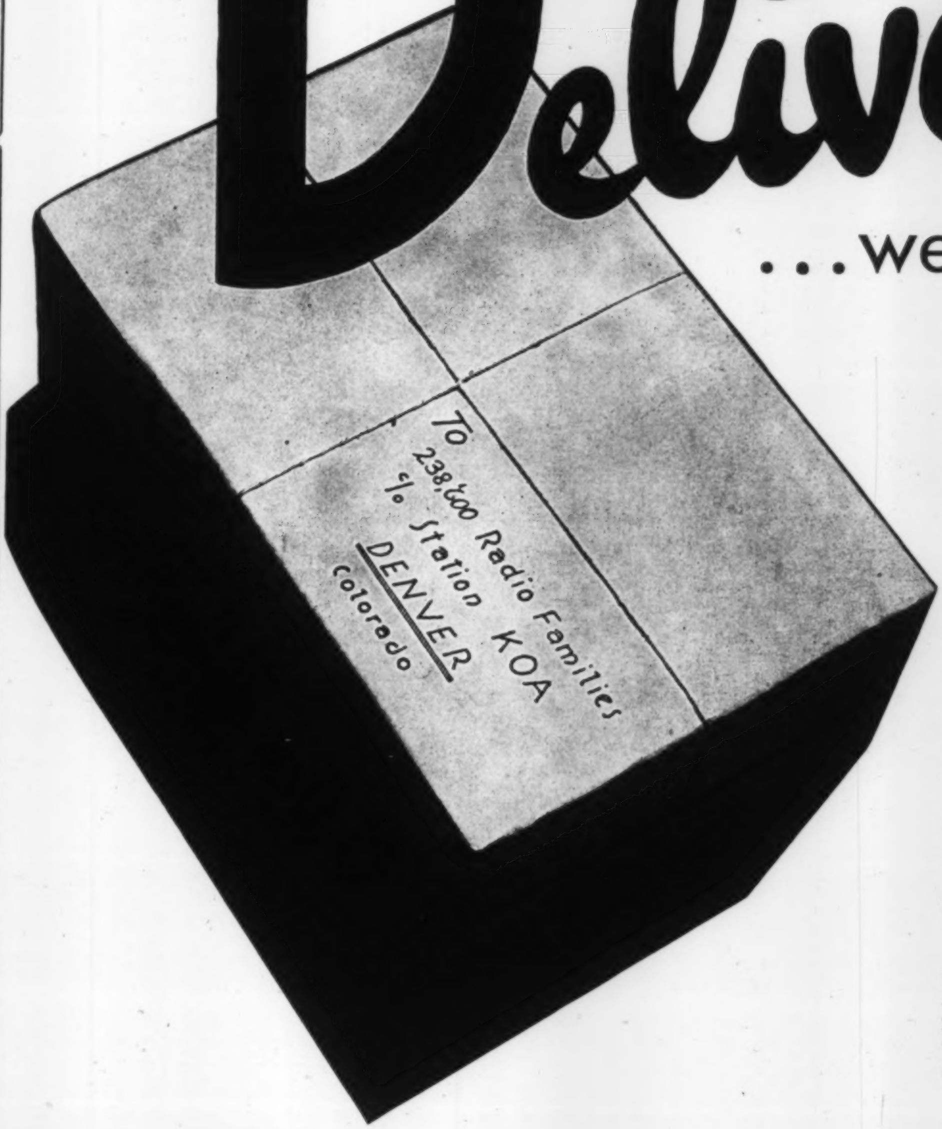

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